

Rethinking succession planning for the skills economy

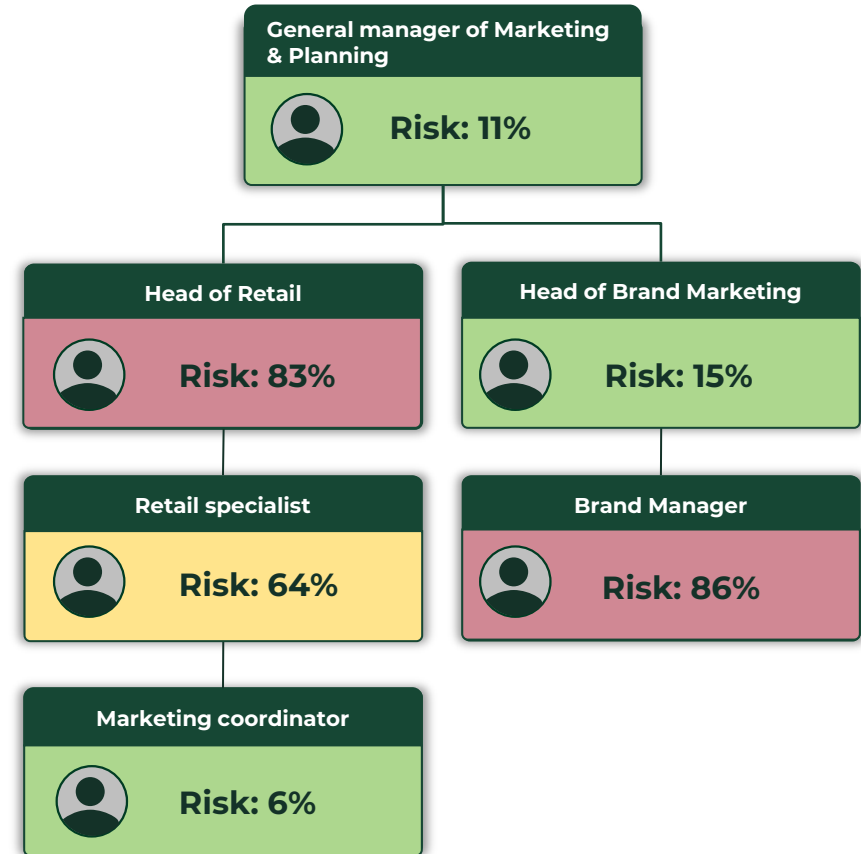
Webinar & panel discussion

You need capability depth to assure resilience

Resilient organisations know:

- Where they are strong,
- Where they have bench strength,
- Where they are exposed, and
- Where to reinforce

How can we measure and reduce succession risk in the age of AI and tech transformation



Greenbeam helps organisations move beyond broad skills data to something they can actually use to make hard decisions.

Instead of relying on generic skill labels and subjective ratings, Greenbeam defines capability clearly, gathers evidence-backed assessments, and turns that into a stronger view of who can do what, where risk sits, and what action to take next.

Coverage
 Severity
 Under-utilised
 Growth

SFIA Category	Relationships and engagement				Development and implementation					
SFIA Sub-category	Marketing		Stakeholder management		Content management		User centred design			
SFIA Skill	Customer engagement and loyalty	Marketing management	Stakeholder relationship management	Supplier management	Content publishing	Content design and authoring	Customer experience	User experience design	User experience analysis	User experience evaluation
Skill code	CELO	MKTG	RLMT	SUPP	ICPM	INCA	CEXP	HCEV	UNAN	USEV
Total	27	45	69	69	29	39	94	4	3	1
7		4	4							
6	4	7	7		3	3	4			
5	3	18	35	11	7	6	7	1		
4	10	16	23	27	12	9	35		2	1
3	10			24	5	16	19	3	1	
2				7	2	3	29			
1						2				

Meet our panel



Michela Browne
*Head of Organisational
Capability & Experience*

Stockland



Kate Stewart
*Human Resources
Director*

Electro Optic Systems



Paul Wahltuch
Chief Product Officer

Greenbeam