

## Front and Back Ends of Innovation

### ***Assignment 5: Core Competency***

Details and tips on this assignment can found by following the PIN to the Mindtools website, or use this url: [http://www.mindtools.com/pages/article/newTMC\\_94.htm](http://www.mindtools.com/pages/article/newTMC_94.htm)

Identify your core competences by following these steps:

1. List the factors that are important to your potential clients.
2. List your existing competences and highlight the things you do particularly well.
3. For the list of your own competences, rate them in terms of relevance to your potential clients, difficulty for competitors to imitate, and how broadly they may apply to additional applications.
4. For the list of factors that are important to clients, rate them against the same three categories, but this time rate your ability develop the demanded competences.
5. Review the two screened lists, and comment on them:
  - If you already have competencies that clients want, then great! Comment on how you could build them as far as sensibly possible.
  - If you have no core competences, then look at ones that you could develop, and comment on how you might go about developing.
  - If you have no core competences and it doesn't look as if you can build any, then your company will need something else that you can use to create uniqueness in the market.
6. List the most time-consuming and costly activities that would have to be accomplished to deliver on your idea.

Post your response in your google folder

Due Feb 23