Using GROWCAT™ to drive business skilling, innovation, entrepreneurship and business development

Graeme Dobbs

Senior Researcher

JMA Analytics

National Forum on Capability Analysis and Development

Sydney 15 November 2012

…in the current VET environment

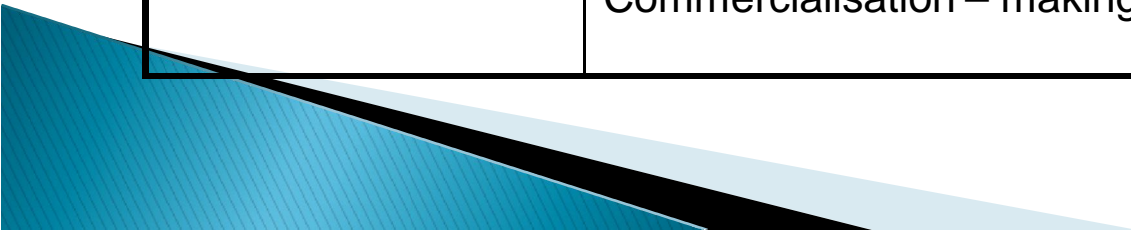| |
|---|
| Doing what we currently do – even if we do it well – is not enough |
| To grow (indeed to survive) we need business skills, business acumen, innovation and entrepreneurship |
| A capability assessment tool enables us to:
• Establish a common language and understanding
• Be a catalyst for discussion, strategy, skills development and cultural change
• Measure our starting point
•Target the skills needed to position the organisation for its future |

"....you can't do culture"

|	
Business Acumen	Knowing and understanding the organisation's products Awareness of client needs Customer service
Business Skills	Making the business work – pricing, selling, customisation
Entrepreneur Skills	Seeing and assessing opportunity Identifying, taking and managing risk
Innovation Skills	Sourcing and selecting ideas Evaluating benefits and risk, Prototyping Commercialisation – making it happen

…in the current VET environment

To grow (indeed to survive) we need business skills, business acumen, innovation and entrepreneurship

We need the individual skills and an organisational culture that:

- sees opportunity rather than threats
- focusses on outcomes rather than process
- recognises that not all problems and their solutions lie with the CEO and executive
- encourages individual responsibility
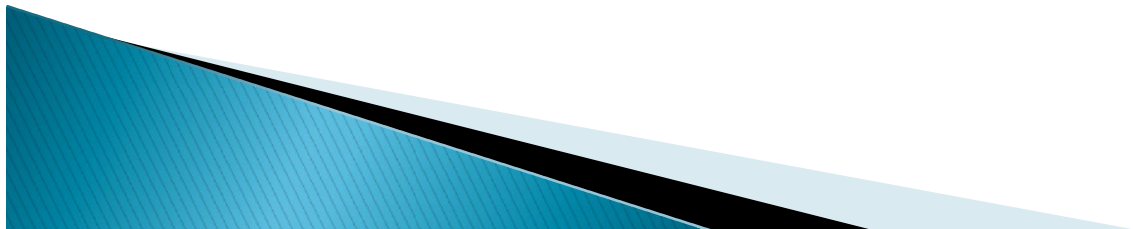
Schedule

October	Research and documentation – national and international approaches
November	Development of skill matrix and potential skill development activities (including units, competencies, elements from Training Packages)
November/ December	Development of draft questions Preparation of prototype survey
December	Independent review of prototype by critical friends – external experts on innovation, business development etc
January/ February	Field tests with 2 RTOs, analysis of field test results and modification of survey based on this analysis
February	Placing of final version of survey on JMA Analytics online platform. Designing and building individual and group reports
Ongoing	Psychometric evaluation of the tool and data Continuous improvement based on client feedback and ongoing psychometric evaluation