



## CREATE AN EFFECTIVE CAPABILITY STATEMENT

Winning new business can be tough but the right tools, such as a professional Capability Statement, can help get your foot in the door, followed by that all-important handshake. In this document, the most frequently asked questions surrounding Capability Statements are answered.

### WHAT IS A CAPABILITY STATEMENT?

A **Capability Statement** is a document which defines the capabilities, achievements and skills of your business. It is a clear and concise representation of what you offer to potential clients, what sets you apart from your competitors and your track record of accomplishments.

This document is about opening doors and building relationships with your potential clients and strategic partners. It's important to tailor the content with your specific target audience in mind.

### HOW LONG SHOULD YOUR CAPABILITY STATEMENT BE?

What will you use the Capability Statement for? Is your intention to incorporate it into a tender document? If so, many companies who call for tenders prefer a single page statement so they can quickly and easily compare the capabilities of different organisations who tender. A single page statement is a brief overview and does not allow you to elaborate on your ability to deliver outcomes in any way.

Alternatively many clients prefer to develop a more comprehensive brochure-type, professional Capability Statement with more detail than what can be provided in a single page. This may run to a 20 page A4 Brochure for example, which can be printed digitally when a hard copy is required or exported as a single-page scroll interactive PDF email or web use.

### WHAT SPECIFIC INFORMATION SHOULD IT CONTAIN?

It's important to note that every Capability Statement is different. The document needs to be tailored to your specific business and the audience you're targeting.

Most documents of this type have some standard and some variable inclusions. The key ingredients must cover your capabilities, what sets you apart from your competitors (your Unique Selling Proposition or USP) and your proven track record of performance.

Consider your target audience before deciding which information to include. Think about who you are targeting, what outcomes you can deliver for them and how you can demonstrate your ability to achieve those specific outcomes. Once you have a clear picture of your prospective clients or partners and what they're looking for, you can start to go through the list of potential contents below:

- Cover page, including ABN, ACN and full contact details
- Business overview/introduction
- About Us – Mission, vision, values
- Differentiators or USP
- Service you provide
- Core competencies
- Experience
- Major client list
- Organisational chart



and then  
it came to me.

BRAND COMMUNICATIONS

- Meet the team
- Equipment
- Area of operation
- WHS
- Environmental management policy
- Quality assurance
- Insurance
- Professional associations
- Awards and recognition
- Community involvement
- Client testimonials
- Customer service philosophy
- Call to action
- Any other information your clients will need to make an informed decision to do business with you

#### GETTING STARTED

1. Draft an outline
2. Write down who your target audience is and list the outcomes you deliver for them
3. Make a list of contents tailored to your target audience
4. Consider how to demonstrate your ability
5. Make notes on each of your capabilities
6. Draft each section
7. Re-read, spell check, grammar check, edit
8. Have the document designed following your Brand Guidelines to reinforce the impression it makes

Good luck on your pitch!