

TOP 3 Core Competencies

A core competency of a business are its capabilities, knowledge, skills and resources that constitute its “defining strength” that allows it to deliver unique value, a competitive advantage.

Examples of these are innovation, customer service, operational efficiency, and technological expertise. Core competencies must be nurtured and protected as they are essential to the company’s strategic advantage and success.

Rare

Not everyone has this methodology skill, knowledge, or technology

Valuable

Clients and competitors all know this has value.

Sustainable

I can keep this edge a long time

Imitations

This is hard to copy and replicate.

1.

2.

3.