

Skills Campaign Planning Checklist

01 Define & Scope

Articulate strategic goals (e.g. digital readiness, succession). Choose pilot group or functional scope. Secure leadership sponsorship.

02 Taxonomy

Identify 25–30 core skills; 5–10 function-specific. Leverage existing frameworks, analytics, expert input. Validate via cross-functional workshops.

03 Assessment Design

Choose a combination of self-assessment, peer validation, and project-level context. Standardize rating scales (e.g. 0–10) with anchors.

04 Pilot & Communication

Launch pilot in one unit. Gather feedback. Roll out communications: explain “why,” process, privacy, and follow-up plan.

05 Campaign Rollout

Open campaign for a defined window. Use manager support and dashboards to drive participation. Keep reminders targeted.

06 Analysis & Action

Build heat maps, gap reports, high-potential profiles. Deliver results to business partners. Activate through learning pathways, internal mobility, and hiring.

07 Follow-up & Cycles

Schedule a next pulse. Evolve taxonomy. Share success stories. Integrate into talent lifecycles (reviews, onboarding, development).

