

knowledge matter experience integration theoretical fitness theore coreskill competency ma

Capabilities What a partner can do; mostly based in raw skills.

3C's



Competencies

What partners specialize in relative to technologies, verticals & internal practices.

Capacities

Probability of partner growth based on human, technical & investment resources.

measuring channel potential

CAPACITY

TO CONTRIBUTE TO LOCAL AND INTERNATIONAL DEVELOPMENT

CAPABILITIES

COMPETENCIES



Cultural Capability

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Cultural

Competency

Cultural Awareness



Competency + Capacity = Capability Good Practices → Standard Operating Procedures → Certification