

## Aubyn's strengths matrix

	<b>Strategic (externally oriented)</b>	<b>Organisational (internally oriented)</b>
<b>Expert (consultant oriented)</b>	<p><i>Key roles:</i> Strategic consultant Researcher and Analyst</p> <p><i>Strengths:</i> Intellectual rigour, innovative strategic thinking, conceptual modelling</p> <p><i>Capabilities/skills:</i> Research and analysis, spreadsheet business modelling, strategy options evaluation, strategic planning</p>	<p><i>Key roles:</i> Organisational consultant Change agent</p> <p><i>Strengths:</i> Diagnostic awareness and insight, conceptual and structural thinking</p> <p><i>Capabilities/skills:</i> Change diagnosis, cultural profiling and analysis, leadership development, organisational design and development</p>
<b>Facilitative (client oriented)</b>	<p><i>Key roles:</i> Vision and strategy facilitator Executive coach</p> <p><i>Strengths:</i> Marketing and customer management expertise, creating synergy, synthesis of ideas, team and large group facilitation</p> <p><i>Capabilities/skills:</i> Vision building, knowledge of strategic models and tools, strategy development, critique of strategic plans</p>	<p><i>Key roles:</i> Group facilitator Change coach and educator</p> <p><i>Strengths:</i> Thought leadership education, emotional competence, challenging and bringing different perspectives</p> <p><i>Capabilities/skills:</i> Knowledge of organisational models and tools, group dialogue facilitation, change process facilitation, learning support</p>