



## The Definitive Guide to Writing a Winning Business Capability Statement

The Business Capability Statement is an important tool utilised to secure B2B contracts. The capability statement must demonstrate your business’s track record and inform the reader of your strengths in risk management, project delivery and quality.

The following guide will assist you with planning the content to include in your Business Capability Statement, to achieve the best result and secure that contract. This can be used as a checklist, or as a document to gather information and plan your Business Capability Statement. The content in your Business Capability Statement may not be presented in this order. It is important to use this checklist as a guide before you synthesise the story into a meaningful and impactful document. Best of luck!

Please do not hesitate to reach out if you require any support with developing your winning capability statement.

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### Planning

**Guidance: Start by mapping out the objectives of the Capability Statement and any risks or sensitivities that exist. This is important to ensure that you can address these in your Capability Statement.**

**Avoid the temptation to omit tricky topics as this does not support your credibility or show your ability to be aware of sensitivities in the market, or your ability to address challenges.**

**If you are writing your Capability Statement to support a government tender process, use this time to review the relevant website and documents available to understand the context in which you are submitting your application. Are there key priorities that the tenderer is seeking to address? How are these relevant to your project? How can you assist them to achieve their objectives?**

<b>Business Capability Statement objectives</b> <ul style="list-style-type: none"><li>• Ongoing promotion?</li><li>• Funding application or tender?</li><li>• Identify your stakeholders / interested parties.</li></ul>	
<b>Risks to mitigate or sensitivities</b>	



## **Company & Culture**

**Guidance: use this section to list all the foundational concepts associated with your business.**

**This sets the tone of the Capability Statement and will help with the messaging throughout and also creates a list of certifications e.g. ISO and registrations which are required in your industry.**

<b>Company Overview</b>	
<b>Vision</b>	
<b>Mission</b>	
<b>Values</b>	
<b>Strategic Objectives</b>	
<b>Registrations &amp; Memberships</b>	
<b>Certifications</b>	
<b>Insurances</b>	

## People

**Guidance:** Your organisation's size will determine the information that you include here.

*In all cases, the key staff should be named and introduced by way of a professional bio. If this is difficult to pull together, take a look at the most recent resumes of your key staff for clues.*

### **Key Staff /**

#### **Organisational Structure**

- Incl. professional bio and list qualifications, experience, expertise of key staff

## Performance

**Guidance:** This section is a chance to 'tell your story'. By mapping out your organisation's track record, you give the reader a valuable insight into the capability of the organisation.

*If completed projects included significant challenges, include these to demonstrate your capability and capacity to address issues, mitigate risks and achieve the desired outcome.*

### **Track Record / History**

### **Major projects completed**

**Performance (continued)**

**Major achievements**

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**Compliance & Certifications**

**Guidance: Use this section to set out your organisation's compliance with any required standards, and the performance under each of the sub-headings. Has your organisation recently been subject to an audit or compliance check? How do you embed these priorities into your practices?**

**Safety**

- **Compliance**
- **Performance**

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**Quality**

- **Compliance**
- **Performance**

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**Risk management**

- **Framework**
- **Management**
- **Performance**

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**Compliance & Certifications (continued)**

<p><b>Environment</b></p> <ul style="list-style-type: none"> <li>- <b>Compliance</b></li> <li>- <b>Performance</b></li> </ul>	
<p><b>Community</b></p> <ul style="list-style-type: none"> <li>- <b>Contribution</b></li> <li>- <b>Connection</b></li> </ul>	
<p><b>Corporate Social Responsibility (if applicable)</b></p> <p><b>[Companies integrate social and environmental concerns in their business operations and interactions with their stakeholders.]</b></p>	

## Track Record

**Guidance: this section is your chance to think big and sell your organisation's capability.**

**Can you produce numbers that will stand out amongst the contenders? Think dollars, years, values, length of service, track record. By using numbers, you allow for the design to incorporate some infographic elements to break up the text.**

**Testimonials or referees are also powerful if you choose them well. Would any of your previous clients from the projects you touched on in Major Achievements or Major Projects be willing to offer a one line testimony, or be listed as a referee?**

### Numbers

- *Milestones*
- *Staff*
- *Years*
- *Number of projects*
- *Value of projects*

### Testimonials / Referees

## Design Preferences

**Guidance: a well-designed, informative Capability Statement will stand out.**

**Use this section to plan the look, tone and images for the document. Gather this before you start to draft the document, as it will inform the way you write and how you piece the document together. This can also highlight any gaps in the information you have gathered, or opportunities to improve the detail.**

<p><b>Branding</b>  <b>Colour palette</b>  <b>Tone</b></p>	
<p><b>Images</b></p> <ul style="list-style-type: none"> <li>▪ <b>Logo</b></li> <li>▪ <b>Staff profile pictures</b></li> <li>▪ <b>Company hero pics</b></li> <li>▪ <b>Head office</b></li> <li>▪ <b>Major projects in progress</b></li> <li>▪ <b>Major projects completed</b></li> </ul>	
<p><b>Contact details for inclusion:</b></p> <ul style="list-style-type: none"> <li>- <b>Head office</b></li> <li>- <b>Sites</b></li> <li>- <b>Other locations</b></li> <li>- <b>Address</b></li> <li>- <b>Phone</b></li> <li>- <b>Email</b></li> </ul>	

Congratulations! You have gathered all of the information to make a start on a standout Business Capability Statement! While this may have taken you some time, you are now very well-prepared to make a decisive start on this important document. The story should be coming together, and I wish you all the best with creating a document that secures that contract, or seals the deal.

If you require any support with developing your winning capability statement, please don't hesitate to make contact.

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