

CURZONPR

GLOBAL STRATEGY & COMMUNICATIONS

CURZON PR



BUYER'S GUIDE CAPACITY BUILDING

CAPACITY BUILDING



WHAT IS CAPACITY BUILDING?

Capacity Building is managing the overall transformation of your brand's communications function. This process includes the assessment of the communications department, its overall effectiveness, the assessment of the current communications team, training and development plan of the employees and the sourcing of other relevant team members. It is a process that improves the ability of a person, group, organization, or system to meet objectives or to perform better.

It is important to remember that individual skills are only part of the complex mixture of elements that constitute capacity to perform a certain function or groups of functions effectively and consistently over time.

We will check that you have effective program recruitment, development, and retention of staff that it can perform its critical functions adequately. It is essential that you have a basic set of competencies that can enable it to cope with its workload and environment through structure, technology and a set of procedures which will enable your staff to carry out the critical functions.

Capacity building is fundamentally about improving effectiveness, of human resources by bringing change and improving infrastructure and operations.

These are the five fundamental questions that need to be asked:

- WHOSE capacity are we trying to build?
- Capacity to do WHAT and WHY?
- WHEN do we need to build these capacities?
- WHO should deliver the capacity building?
- HOW will we know if we have succeeded?

There are 3 main types of capacities that may need to be built:

Functional Capacity:

This is the management of capacities across all levels which are needed to formulate, implement, and review strategies, programs, and projects.

Technical Capacity:

This is the management of capacities associated with particular areas of expertise and practice in specific thematic areas or sectors. Technical capacities tend to be acquired through external sources as this tends to be the need for a more specialised set of skills.

Behavioral Capacity:

This is the management of capacities which is needed due to cultural shifts and changes in attitude. This will affect a number of stakeholders, as there will be a change in attitudes, practices and behavior across your team brought about by changes in strategy direction, policies, and institutional culture.

HOW DOES CAPACITY BUILDING BENEFIT YOUR BRAND?

1. Capacity building can help you bring together a stronger team through restructuring your existing human resources, their training and the recruitment of external resources.
2. Capacity building fosters a sense of ownership and empowerment, so that employees gain greater control over their own future development.
3. Strengthened confidence, skills, knowledge, and resources that increase from capacity building efforts on one project may enhance an employee's ability to envision and take action on other projects.

It is important to have strong strategic relationships, resource development, and internal management and operations are all necessary to create an efficient team through expansion and innovation.



THE PROCESS-STAGES AND TIMELINES

Assessment:

We will have an initial meeting with your senior team to get the details of your current team structure, asking the following questions:

- What is the current level of capacity?
- Where are the gaps in performance and capacity?
- What capacity is needed?
- How can the intervention best address the gaps in capacity and performance?

This process will take up to **two weeks**.

Action Planning:

We will then create a strategic plan containing a conceptual framework which is aligned to the assessment and the goals, addressing any priorities you may have. This process will take up to **4 weeks**.

Action Plan Implementation:

We will assist you through any internal restructuring, sourcing and external human resources. If there are any policies and procedures to be changed, we will help you with the communication required to inform your employees. If there are training plans put into place, we will recommend the most suitable training plans that would strengthen the abilities of your existing team. This process will take approximately **4-6 weeks**.

Resource Linkage and Technical Assistance:

If you require any connection with the appropriate training/educational resources for your communications team, we will make these strategic introductions for you. This process will take approximately **4-6 weeks**.

Monitoring:

We will monitor the progress of your team to check that the team has smoothly adapted to the changes in the strategic plan. We will check that any external resources are performing to the standards set. We will monitor all training plans to check that they are being followed and are on schedule.

We will reassess our goals-Is performance appropriate and adequate? Did performance improve? This will be **ongoing**.

Evaluation and Learning:

We will evaluate the effect of the capacity building-did the capacity-building intervention lead to changes in capacity and/or performance? This process can take up to **4 weeks**.

Please note :

- You must define performance objectives and state the performance objectives of a capacity building intervention at the outset of planning and.
- When capacity planning you must remember that the internal or operational environment may have a considerable effect on the pace, process, outcome, and sustainability of capacity development.
- You must be clear about specific performance and capacity development objectives as well as particular capacity building activities.

HOW DO WE MEASURE SUCCESS?

TOOLS

There are a number of tools that can be used to measure success of a capacity building campaign.

- Post activity evaluation form: The team can be asked to rate their knowledge and skills before and after training
- They could be asked a set of questions that test the extent of their knowledge and understanding of the issue in question
- Periodic follow up with staff individually (e.g. email survey or phone call) or collectively (focus group) to establish if (and what) they have done differently as a result of engaging in the capacity support
- 360 degree appraisals of staff
- Staff appraisals
- Employee retention figures.

INDICATORS

There are indicators which can be used to measure the success of a capacity building campaign:

- Your team have improved knowledge and skills and % are engaging in activities organised, demonstrating improved skills in and knowledge of the issues.
- Your team are improving their practice staff that can describe specific changes they have made to their practice as a result of the support they received from capacity building and have applied learning back in the workplace as a result of the support they received from capacity building and % of staff meeting their program responsibilities and project roles from start to finish of the program.



DELIVERABLES

We will:

- Create a strategic capacity building framework plan
- Give you reports on evaluation and assessment
- Give you advisory on any ongoing issues

FURTHER READING

You can read more about Capacity Building in our PR Insider Blogs

Applications to Help Boost Your Productivity

<http://www.curzonpr.com/theprinsider/applications-to-help-boost-your-productivity/>

How To Keep Your Team Motivated

<http://www.curzonpr.com/theprinsider/how-to-keep-your-team-motivated/>

The Five Key Ingredients for Effective Leadership

<http://www.curzonpr.com/theprinsider/five-key-ingredients-effective-leadership/>



WHAT IS THE COST?

All our projects are bespoke and priced accordingly. You can get further information on prices by contacting our Joga Sangha from our business development team, joga@curzonpr.com or on (+44) 0203 637 4830.