

<https://www.clustercollaboration.eu/profile-articles/cluster-competence-mapping-what-it-perspective-lower-austria>

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Cluster Competence Mapping: What is it from the perspective of Lower Austria?

The screenshot displays the 'EUROPEAN CLUSTER COLLABORATION PLATFORM' website. The main article is titled 'Cluster Competence Mapping: What is it from the perspective of Lower Austria?' and is dated March 14, 2018, by author 'alina.danielescu'. The article is categorized as 'News' and is part of 'CLUSTERIX 2.0'. The text describes the process of competence mapping, starting with the question 'How can we systematically generate „innovation through collaboration“ projects in cooperation-averse industries like metal processing, mechanical engineering industry, automation?'. It mentions that the Lower Austrian Cluster developed a competence mapping tool based on Harvard Business Review's 'The core competence of corporation' by CK Prahalad and Gary Hamel. The process involves several steps: analyzing problem-solving skills, describing them in an understandable way, and illustrating them with applications in the current market. It notes that since 2011, over 90 organizations have participated in this process, leading to numerous cooperation projects.

The article features a diagram titled '2 The competence mapping® method' which is described as 'A lean and fast, small & medium-sized and large company suitable approach, as well!'. The diagram shows a flow from 'Business model & Unique selling propositions' to 'Growth potentials' to 'to stimulate business development initiatives'. Below this, a process flow includes 'Prepare', 'Analysis (Workshop 1)', 'Search', 'Check (Workshop 2)', and 'Start'. The final outcomes are 'Existing competencies' and 'Cooperation potentials'.

The sidebar on the right contains navigation links for 'CLUSTERIX 2.0 - NEWS', 'CLUSTERIX 2.0 - EVENTS', and 'CLUSTERIX 2.0 - DOCUMENTS'. It also lists 'UPCOMING EVENTS | VIEW ALL' with details for the '18th PLAN CHANGE' in Bulgaria, 'Water Market Europe 2018' in Belgium, and '2018 EU-Ukraine Cluster Policy Learning and...' in Ukraine. A 'LATEST NEWS | VIEW ALL' section is also present.