Lifelong Learning Programme

Internationalisation and Commercialisation for Business Clusters and Networks (InterCom) 2013-1-PL1-LEO05-38152

Cluster Manager Self-Assessment

The following self-assessment is designed to help us understand your current assessment of your competencies and priorities in managing internationalisation and commercialisation of your business cluster or network. There are no "right" or "wrong" answers to this: your answers will be used to help us define our training programme in more detail.

Please indicate your level of agreement with the following statements. If you are not able to respond, for instance because the question is not applicable to your work or your organisation, mark the "NA" column.

1. Communications Skills

	disagree				agree	
Competency Description	1	2	3	4	5	NA
1.1 I am a confident public speaker						
1.2 I can develop and deliver public presentations effectively						
1.3 I can speak fluently in at least one foreign language						
1.4 I can write fluently in at least one foreign language						

2. Negotiation Skills

	disagree				agree	
Negotiation Description	1	2	3	4	5	NA
2.1 I am a confident negotiator						
2.2 I can effectively persuade and influence my interlocutors						
2.3 I listen carefully to my interlocutors and allow them to speak						

2.4 Before each negotiation, I develop a clear plan and tactics						

3. Project Management Skills

	disagree				agree	
Competency Description	1	2	3	4	5	NA
3.1 I effectively manage projects on behalf of my cluster						
3.2 I can initiate project ideas successfully						
3.3 I can plan and manage projects successfully						
3.4 I can budget and monitor disbursement successfully						
3.5 I can monitor implementation successfully						
3.6 I can close projects successfully						

Have you been certified or attended training in any project management standards? If so, please let us know which ones.

4. International Project Cooperation

	disagree				agree	
Competency Description	1	2	3	4	5	NA
4.1 I implement international projects successfully						
4.2 International projects bring real value to my cluster						
4.3 Our cluster' s international projects will increase in the future						

5. Project Funding Applications Skills

	disagree				agree	
Competency Description	1	2	3	4	5	NA
5.1 I effectively manage EU-funded or nationally-funded						

projects on behalf of my cluster						
5.2 I monitor grant calls effectively and respond to grant opportunities in time						
5.3 I write project applications effectively and successfully						
5.4 I understanding project budgeting, Gantt charts, Logframe matrix and other standard application tools effectively						
5.5 I can write project technical and financial reports effectively						

6. Budgeting and Price Analysis

	disagree				agree	
Competency Description	1	2	3	4	5	NA
6.1 I have a comprehensive budget for my cluster						
6.2 I know the break-even rate for my cluster, taking into account different revenue streams and scenarios						
6.3 I can budget individual projects, and express to my cluster members how much they should pay for these						
6.4 I can demonstrate the financial return for each member’ s involvement in my cluster						

7. Marketing & Promotion

	disagree				agree	
Competency Description	1	2	3	4	5	NA
7.1 I promote my cluster’ s services effectively to members and other potential partners and beneficiaries						
7.2 I understand and promote the unique sales characteristics of my cluster members						
7.3 I can demonstrate the financial and non-financial						

return on investment for my cluster' s services						
7.4 I have a clear promotional strategy for my cluster						

8. Online Marketing & Promotion

	disagree				agree	
Competency Description	1	2	3	4	5	NA
8.1 I manage my cluster' s website, adding new content each week						
8.2 My content has been optimised with keywords and other search engine optimisation techniques						
8.3 I use Google Analytics and Google Webmaster tools (or alternative platform) to monitor web analytics						
8.4 I utilise a newsletter programme and database to keep my cluster members and other parties informed.						

Thank you!