

# CAPABILITY DEVELOPMENT FRAMEWORK

Capability	Level 1: Foundation	Level 2: Core	Level 3: Professional
<b>Brand Storytelling</b>	Basic history & production.	Narratives for trade accounts.	Global advocacy strategies.
<b>Commercial Acumen</b>	The "Perfect Serve" quality.	Menu engineering & ROI.	Budgeting & Forecasting.
<b>Sales &amp; Negotiation</b>	Basic features & benefits.	Objection handling & closing.	Stakeholder influence & JBPs.
<b>Compliance &amp; Ethics</b>	DMC & Responsibility basics.	Social media & trade ethics.	Crisis & Risk leadership.
<b>Digital Advocacy</b>	Profile management.	Content ROI & Engagement.	Data-driven performance.
<b>Presentation Skills</b>	Product demonstrations.	Leading trade masterclasses.	Keynote & Media training.

This framework outlines the progressive development of key capabilities across three distinct levels, from foundational skills through to professional mastery. Each capability area builds systematically, ensuring comprehensive growth and expertise development.