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## **Steps to conduct a skills gap analysis**

To perform a skills gap analysis, follow these steps:

### **1. Make a plan**

In most cases, companies perform both individual and departmental skills gap analyses. Enlist the help of team leads, department heads and other managers to help administer any tests or questionnaires you might use and provide observational insight and feedback.

### **2. Assess trends and business needs**

Consider your business’ growth to determine what skills your employees may or may not need to support your business’ goals, and assess your industry’s and market’s trajectory. Staying ahead of developing trends can help ensure you’re providing your employees with the appropriate training to remain relevant and effective in the future.

### **3. Establish necessary skills**

Using your organizational goals and market trends, determine the skills your employees need to accomplish your goals and maintain a competitive edge. Rank necessary skills by importance so you know where to prioritize training, development and hiring. For instance, you might place high importance on your marketing team’s social media content strategies but lower importance on email marketing automation.

### **4. Measure current skills**

Assess your employees’ current skill set with a combination of these methods:

* Review an individual employee’s Key Performance Indicators (KPIs)
* Administer skill assessments and survey to all your employees
* Interview employees
* Solicit feedback from managerial staff
* Perform feedback reviews with employees

### **5. Identify gaps and training needs**

Once you measure your employees’ skills, you can reference your necessary and prioritized skills to identify skill and knowledge gaps. Depending on how you want to address the deficiencies, list skill gaps by employee, team, department or organization.

## **Skills gap analysis template example**

Conducting skills gap analyses can be tedious and time-consuming, but templates can standardize and streamline the process. Most skills gap analyses are calculated using a templated table or spreadsheet software with consistent and comparable data. You can create templates for a variety of standardized processes, including analysis for post-training new hires, remote employees, managers and more.

Review the examples of skills gap analyses below to create your own skills gap analysis template:

### **Skills gap analysis: marketing**

This example skills gap analysis table shows skills relevant to Employee A, a marketing associate:

| **Pat Markson** | **No skill** | **Limited** | **Proficient** | **Above average** | **Exceptional** |
| --- | --- | --- | --- | --- | --- |
| Data analysis |  |  |  | 1 |  |
| Writing |  |  | 1 |  |  |
| SEO |  |  |  | 1 |  |
| Social media |  |  |  | 1 |  |
| Technological knowledge |  |  |  | 1 |  |
| Flexibility |  |  |  |  | 1 |
| Awareness |  |  |  | 1 |  |
| Empathy |  |  | 1 |  |  |
| Teamwork |  |  | 1 |  |  |
| Interest |  |  |  |  | 1 |

### 

### **Skills gap analysis: sales**

This example skills gap analysis table shows skills relevant to a regional sales team:

| **Sales team A** | **No skill** | **Limited** | **Proficient** | **Above average** | **Exceptional** |
| --- | --- | --- | --- | --- | --- |
| Number skills |  |  |  |  | 1 |
| Active listening |  |  |  | 1 |  |
| Communication |  |  |  |  | 1 |
| Relationship building |  |  |  | 1 |  |
| Organization |  |  |  | 1 |  |
| Persuasion |  |  |  |  | 1 |
| Flexibility |  |  | 1 |  |  |
| Resilience |  |  | 1 |  |  |
| Public speaking |  |  |  | 1 |  |
| Time management |  |  |  | 1 |  |

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