Assess your team's authoring skills

Map your team's skills across five areas, spot the biggest gaps, and decide where development will make the most difference.

How to use this matrix

1. **Rate**. Circle the level that best describes your team in each row, or rate each person.
2. **Prioritise.** Mark high, medium, or low (H, M, L) where a skill matters most to learners and the business.
3. **Act.** Pick your top two gaps and decide what actions will close them.

Skill area	Foundation (F) (Getting the basics right)	Practitioner (P) (Consistent and confident)	Advanced (A) (Strategic, evidence-led)	Our level (Circle one)	Priority (Circle one)
Instructional design (Planning and learning design)	Builds start from the content, not the learner need. Objectives are still taking shape.	Each build starts with a clear objective and audience. Scenarios and practice are used where they fit.	Learning starts from a confirmed performance need, targets behaviour change on the job, and is refined using learner evidence.	F P A	H M L
Visual design (Layout, colour, and type)	Layout, colour, and type choices are still developing and can vary between builds.	Consistent layouts and clear hierarchy. Images and graphics are purposeful and well chosen.	A shared design system keeps style and quality consistent across the team and every format.	F P A	H M L
Accessibility (Learning everyone can use)	Accessibility is checked at the end of a build, if at all.	Core requirements, such as alt text, contrast, keyboard use, and captions, are built in as you go.	Accessibility is designed in from the brief and tested with assistive technology and real users.	F P A	H M L
Tool proficiency (Using your authoring tool's range)	Builds rely on a few simple features and default settings. Ideas that need more than this get simplified or dropped.	You use a good range of features with confidence, including interactivity beyond click-to-reveal.	You build complex, tailored interactions, troubleshoot quickly, and push the tool to fit what the learning needs.	F P A	H M L
Workflow and efficiency (Work smarter, save time)	Most builds start from scratch, and updates take time.	Templates cover the repeatable structure and leave room for creative design. Testing across devices happens before publishing.	A governed library and clear standards keep quality high and content easy to update across the team.	F P A	H M L