

# Capability Model Template

## 1. Header

- **Domain:**
- **Author / Owner:**
- **Date / Version:**
- **Review Cycle:** (Annual / As Needed)
- **Approved By:** (Domain Council / Business Stakeholders)

## 2. Purpose

- Describe why this capability model exists.
- Show the set of **business and technical capabilities** required for the domain to operate effectively.
- Provide a **baseline (current maturity)** and **target state maturity** for each capability.
- Use to guide **investment prioritization** and **roadmap planning**.

## 3. Capability Map Structure

Capabilities should be grouped into **tiers**:

- **Level 1 (Top-Level Categories):** Core business functions (e.g., Attribution, Data Management, Reporting & Analytics).
- **Level 2 (Sub-Capabilities):** Specific capability areas.
- **Level 3 (Detailed Capabilities):** Optional if granularity needed.

Each capability should have:

- **Definition:** What it means.
- **Current Maturity:** (e.g., Ad hoc, Developing, Defined, Managed, Optimized).
- **Target Maturity:** Desired future level.

- **Key Enablers:** People, process, and technology required.

#### **4. Heatmap Visualization (Optional)**

- Show **current vs target maturity** with colors or scores (e.g., 1–5).
- Use to quickly identify investment areas.