



## Responsibility and Attribute Matrix



**McLoughlin Ball**

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# Responsibility and Attribute Matrix

## Objective

The objective of this matrix is to help you prepare yourself to answer questions that are relevant to the role that you are applying for.

The matrix takes the core components of the role you are applying for and will help you to align your experience and achievements from your previous roles so that you can be well prepared to answer relevant questions.

It will help you to ensure that you don't just keep repeating the same experience with your answers. You want to, where possible, demonstrate that you have broad experience and position yourself as the best candidate for that role.

## How it Works

By starting with the Position Description of the role you are applying for you will be able to structure the matrix. Input the information from the Position Description into the left hand column of the matrix. You will then need to complete the right hand columns of the matrix by detailing how your experience matches with each component of the Position Description.

You will need to complete as much of the matrix as possible. If you don't have examples for a particular part of the matrix then come back to that section later. This exercise is not about completing boxes for the sake of it. Any gaps you have will help you to identify where your skills might be limited with the particular role. By identifying these gaps you can consider how you might answer questions on that particular topic and how you might overcome any hurdles that the interviewer may have regarding this.

The following matrix is an example template for a BDM within a law firm:

**[INSERT JOB TITLE, FIRM NAME]**

**ROLE SUMMARY [INPUT DETAILS]**

This generally covers, the Firm, the role and reporting lines

Tertiary qualifications in a relevant discipline (e.g. law, marketing or business) is mandatory, and experience working within a professional services environment, particularly legal, will be most highly regarded.



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[New Role]	[Role 1 Most Recent Position]	[Role 2]	[Role 3]
<p><i>NOTE: This is an example only, you will need to follow the same format for the role you are applying for. You can do this by taking the relevant details from the position description you are applying for.</i></p> <p><b>Responsibilities/KPI's</b></p> <p>To operate as part of the national Business Development team, achieve business development objectives for the Firm's management of its client base and client acquisition. Important aspects of the role include:</p>	<p>For each role outline:</p> <ul style="list-style-type: none"> <li>• What did you do?</li> <li>• How did you do this?</li> <li>• What were your achievements in this role with this firm?</li> <li>• Examples</li> </ul> <p>You need to try and respond to each box within the matrix. Your prospective employer will want to know how your experience matches with the role that you are applying for.</p>		
Supporting client relationship management for important national clients, including advising on client strategy and planning			
Identifying, qualifying and pursuing opportunities including proposal related activities			
Identify target clients by taking into account the firm's business development strategy and the existing and emerging legal needs of potential clients			
Obtaining and sharing market and client intelligence			
Managing client satisfaction and client feedback program			
Build an understanding of the target's business as well as their commercial and legal needs through analysis of market data			
Develop a pursuit strategy and plan and			
advise on the composition and direction of a pursuit team			
Research and build an understanding of client's business, operating environment and commercial issues.			
Monitor competitor activity and penetration of clients			
Managing strategic alliances and intermediary relationships			



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Key Criteria	[Role 1 Most Recent Position]	[Role 2]	[Role 3]
5 years Business Development in a professional services environment			
Strong communication and presentation skills			
Experience in developing and implementing client development plans			
Demonstrated research skills			
Ability to think strategically			
Demonstrated attention to detail and accuracy			
Ability to manage interactions with peers, partners and clients			

