

# DIAGNOSTIC CAPABILITIES IN TWO STRATEGIC AREAS OF ANTIOQUIA COLOMBIA

**Andrea Carolina Peña Camacho**

Escuela de Ingenierías, Ingeniería Industrial, Universidad Pontificia Bolivariana,  
andrea.pecamacho@gmail.com

**Santiago Quintero Ramírez**

Escuela de Ingenierías, Ingeniería Industrial, Universidad Pontificia Bolivariana, Medellín (Colombia)  
santiago.quintero@upb.edu.co

## Abstract

The implementation of a comprehensive organizational diagnostic tool is gaining special importance due to the constant need to know an organization's current situation, strengths, weaknesses and problems that stop their growth and make it difficult for them to survive. This allows the accurate concentration of efforts in those areas that need improvement or strengthening through the formulation of strategies which lead the company into a competitive position in the sector in which they play. This article provides an easy diagnostic tool that assess four basic skills for the efficient operation of an organization: technology, productivity, competitiveness and organizational, each one of them is broken down into the key areas that shape them, and finally the tool gives a statistical study of the gap that needs to be closed to achieve the desired competitive position. Finally, the topic of this article is exposed through a real application example, where the developed tool was successfully used for a diagnosis of two productive sectors in Antioquia (Colombia) and the companies that participated in the study, along with the results obtained.

**Keywords.** Technological capabilities, productive capabilities, organizational capabilities, competitive capabilities, diagnosis tool.