

## ENVIRONMENTAL SCAN

Use the **Environmental Scan** to gain a deeper and broader understanding of your environment. It can help you explore the trends that are occurring in the marketplace or industry that could affect the organization either positively or negatively and to understand what your competition may be doing that provides them with an advantage or where you could exploit their weaknesses.

By considering both macro and micro system trends in each of the 4 categories and completing the grid below, the environmental scan systematically surveys and interprets relevant data to identify external opportunities and threats that could influence future decisions. From a strategic planning, it provides information on factors that will affect the organization in the future and allows for leadership to proactively respond to external impacts.

This tool is best used as part of a team planning effort which allows for input from multiple team members. It will help you to chart a course that harnesses your resources, and steers around avoidable obstacles.

When completing the environmental scan, it may be helpful to think about the following questions as it relates to each grid section.

### Social Demographics:

- How is your customer base changing?
- What is impacting your ability to provide top-notch customer service?

### Economic:

- What is happening in the economy that could affect future business?
- What is the labor market like in the geographies where you operate? How can you ensure ready access to high-demand workers?

### Political:

- What impact will election outcomes have on your business?
- Is there impending legislation that will affect your operations?

### Technological:

- What developments in technology may impact your business in the future?
- Are there new technologies that can make your organization more efficient?

| <b>Environmental Scan Tool</b> | <b>Macro Trends</b><br>(State/ National--broader culture) | <b>Micro Trends</b><br>(Local--your industry) |
|--------------------------------|---|---|
| Social Demographic Trends      |   |   |
| Economic Trends                |   |   |
| Political Trends               |   |   |
| Technological Trends           |   |   |