

Future External Environmental Scan

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What are the trends, and what do you see changing in the following list?

Brainstorm the 5-10 Future External Environmental Trends – projections facing you over the life of your plan: (Examples are generic and not specifically for your industry or business)

TRENDS (SKEPTIC)

S – Society (ex – demographic changes; more fast paced and results driven)

K – Competition (ex – collaboration; decrease in competitors)

E – Economics: (ex – struggling to slow improvement; local is the new future)

P – Political/Regulatory: (ex – tax credits; governmental budget cuts)

T – Technology: (ex - cell phone applications, virtual meetings with clients)

I – Industry: (ex – new products and services; more contract labor)

C – Customers: (ex – more educated; slow to action)