

Analyse:
THE WORLD

*is constantly
changing...*



AROUND YOU

*Where are
you now?*

*Find out what you
have control over
& can influence!*



3 Environments

1. Macro

The wider world.
Beyond your control
& No influence

Social
Technological
Economic
Environmental
& Political factors

2. Micro

The nearer world.
Beyond your full control,
some power to influence

Consumer trends
Market Development
Industry Development
Competitors
Your niche

3. Internal

In-house.
Under your control
& power to influence

Co-workers
External partners
Customers
Commercial performance

🎯 Draw up the 3
circles & start
with the outer

🌟 Collect
information &
identify trends

🔗 Find connections
& apply different
perspectives

🔍 Reflect on your
interpretations
& conclusions