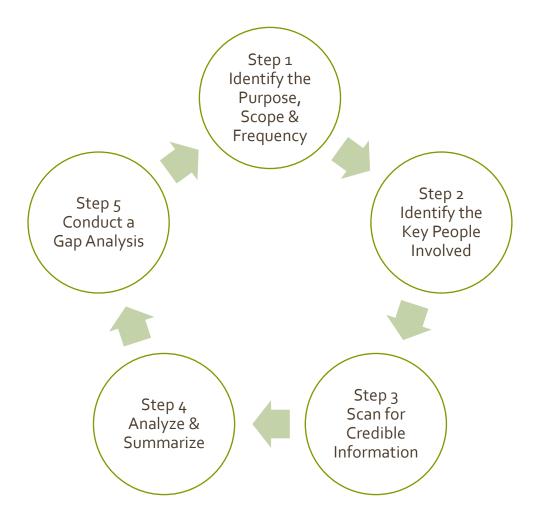# Conducting an Environmental Scan

- **Why?** To monitor the internal and external environment to help identify risks or opportunities which can help inform decision-making

- **What?** Events, issues, trends in the *external* environment (political, socio-cultural, economic, legal, technological, environmental) and the *internal* environment (financial, human resources, IT, governance, business process, organizational culture)

- **How to Use?** Assist in stakeholder communications, contribute to a SWOT analysis, input into strategic planning process, share with others as a knowledge management activity

Step 1 Identify the Purpose, Scope & Frequency

Step 2 Identify the Key People Involved

Step 3 Scan for Credible Information

Step 4 Analyze & Summarize

Step 5 Conduct a Gap Analysis