

WORKSHEET: Scanning Macro Environment

- The worksheets below give you a chance to think about national, regional and international events that will affect your organization most.
- First, take a quick look again at the examples.
- For each trend that you have identified, note how it could affect your organization and classify each as an opportunity or threat.
- Scan a quality daily newspaper and business magazines for the last few days or weeks and circle anything that may be relevant to your organization.
- Using this approach over an extended period of time, you can add to your entries in the worksheets.
- Remember for example, that even one good opportunity spotted may be all you need. You can then plan how to take advantage of it. Spotting a major threat early enough might provide you with enough time to formulate an appropriate response.

ECONOMIC TRENDS	Opportunity	Threat
Demand for Programmes/Services		
Per Capita Income		
Inflation Rate		
Unemployment Rate		
Foreign Direct Investment in total and per industry		
Other ...		