

## **The external organisational environment**

### **Key questions for any organisation:**

1. What is our purpose? Why do we exist?
2. How are we judged, and by whom?
3. What do we do well?
4. What must we do better?
5. How is our marketplace changing?

6. What must we learn, and from whom?

7. What do our employees think of this organisation?

8. Are we really close enough to our clients and key stakeholders?

9. Are we growing stronger, or are we weakening as an organisation?

10. What is the most crucial single thing we need to do right now to strengthen the organisation?

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