

2 Relevant Context Data Collection

RBE Worksheet 2 provides a tool to help owners and managers scan the external context issues an enterprise faces by context element—legal, economic, political, environmental, socio-cultural, and technological—and by the pressures faced in each element—threat, opportunity, demand, constraint, and uncertainty.

In filling out this worksheet, as many stakeholder perspectives as possible should be obtained for each element. For example, the economic element might be filled out as follows:

	Threat	Opportunity	Demand	Constraint	Uncertainty
Economic	<p>New competition enters the market.</p> <p>Competitor introduces new products. Infrastructure is inadequate.</p> <p>Civil society advocates against product or practices.</p>	<p>New market is available.</p> <p>Tariffs have been reduced.</p>	<p>Customer expects quality.</p> <p>Industry has standards for certification.</p>	<p>Supply chain is inadequate.</p> <p>Infrastructure is weak.</p>	<p>Value of currency and interest rates may change.</p>

A blank worksheet, which may be photocopied for use within your organization, follows on the next page.

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	Threat	Opportunity	Demand	Constraint	Uncertainty
Legal					
Economic					
Political					
Environment					
Socio-cultural					
Technological					