Environmental Scanning: Adapting to external influences while pursuing your organization’s purpose

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Overview of session

- Introduction to environmental scanning
- Internal scanning
- External scanning
  - PEEST
- Example of environmental scanning
What Is Environmental Scanning

Definition:
Scans for internal and external events or issues that may affect an organization
Internal Scans:

- Looks for trends within an organization
- Impact on management, employees, volunteers, or organizational culture
Examples of Internal Scanning Elements

- Employee Relationship
- Management relationship
- Employee-Management Relationship
- Organizational Structure

Internal Elements
External Scanning

External Scans:

- **Political**: regulations, laws, ordinances
- **Economic**: employment, economy
- **Environmental**: public health, natural disasters
- **Sociocultural**: gender, age, race, sexual orientation, underrepresented groups
- **Technology**: new modes of communication, increased comfort w/ technology
PEEEST Analysis

**WHAT IS A PEEEST ANALYSIS**

- **Political**
  - Regulations, laws, ordinances, influential actors or agencies

- **Economic**
  - Employment rates, economy, consumer confidence

- **Environmental**
  - Public health crises, natural disasters, climate change, pollution

- **Sociocultural**
  - Gender, race, age, sexual orientation, underrepresented groups

- **Technological**
  - New modes of communication, increased comfort with technology, scientific discoveries

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PPEEST Example

• Tobacco Prevention Coalition
  – Retail Audit
    • Inside stores to question clerk and measure distance between kid products and tobacco advertisement & products

– How might PPEEST apply?
PEEST Example

- Tobacco Prevention Coalition
  - Retail Audit
    - Inside stores to question clerk and measure distance between kid products and tobacco advertisement & products
  - Pandemic
  - Used PEEST to be creative & meet grant goals
Turn Challenge to Creative Solution

- Photograph external & outward facing tobacco/nicotine promotions
Turning Challenge Into Creative Solution
Applies to Public & Programs

- Input Publics
- Internal Publics
- Partner Publics
- Consuming Publics
Fluidity of Publics

- Recent demonstration regarding social justice moved people from consuming public to input public
- Demonstrators or media now provide information, advocacy, and proposed regulations
- New input publics ensure diversity statements and processes implemented & not ‘for show.’
- Can fall into both consuming & input
Any stories or questions to share?