



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

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June 25, 2020

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



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



WHAT IS A PEEST 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





- Tobacco Prevention Coalition
 - Retail Audit
 - Inside stores to question clerk and measure distance between kid products and tobacco advertisement & products
- How might PEEST apply?



- 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

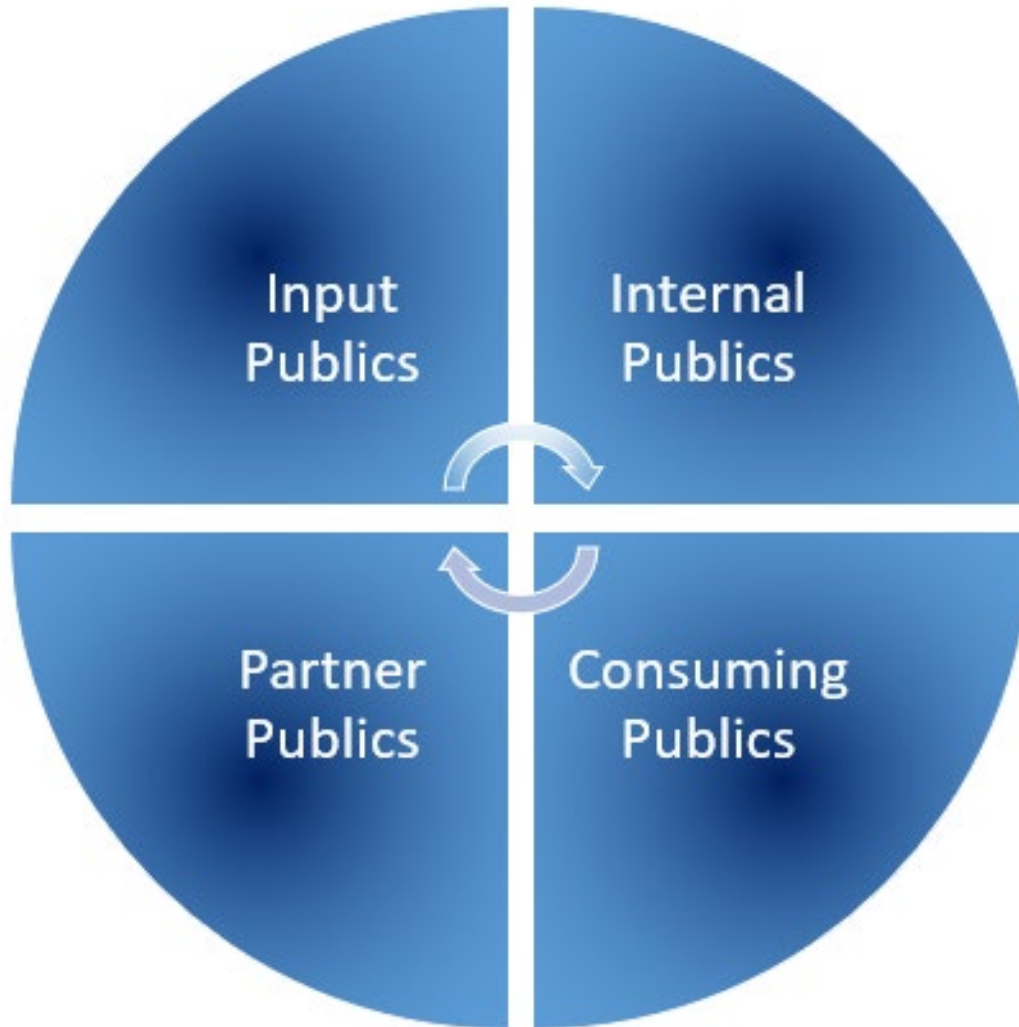


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Fluidity of Publics

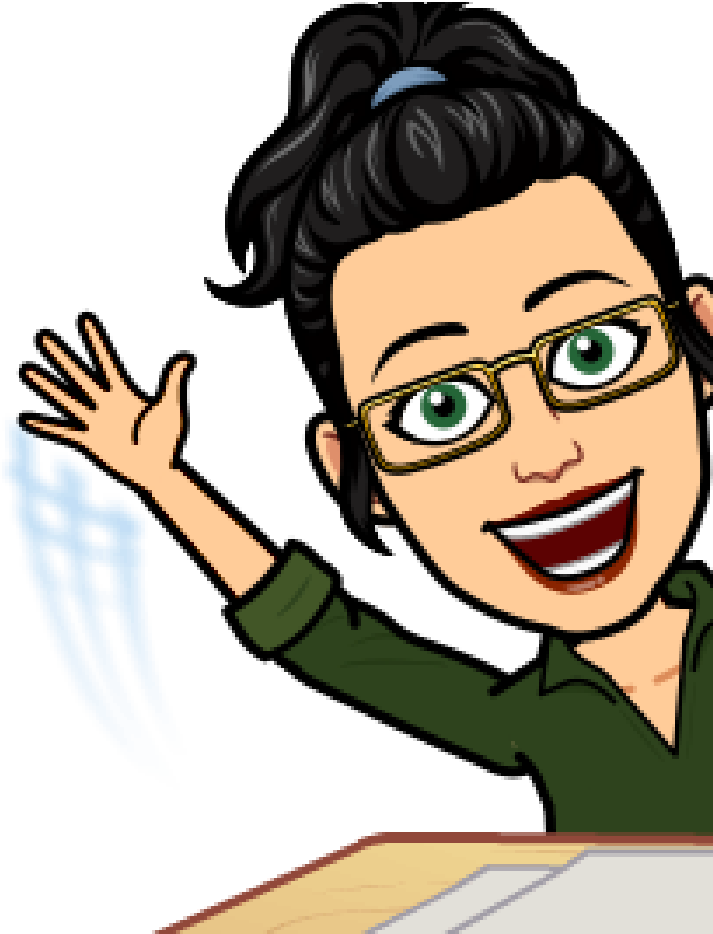


- Recent demonstration regarding social justice moved people from consuming public to input public
- Demonstrators or media now provide information, advocacy, and proposed regulations
- New input publics ensure diversity statements and processes implemented & not ‘for show.’
- Can fall into both consuming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

Any stories or questions to share?



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