

Environmental scanning

What is happening outside my organization that can affect my program?

Knowledge about our external environment assists in responding to change and planning future courses of action. This knowledge comes from gathering and analyzing information and data about events, trends, and relationships. This is called environmental scanning. It can position you and the organization to:

- take advantage of opportunities;
- identify best practices;
- mitigate risks;
- maximize resources; and
- anticipate issues/challenges/delays.

Environmental scanning is a deliberate action of people in an organization who have developed formal and informal networks and who are able to understand and communicate the effect of information and data on the organization's programs and strategy.

ENVIRONMENTAL SCANNING CHECKLIST

- 1) What subjects are important and relevant to my program (or organization)?
- 2) When to collect information on the subjects
 - i. On-going
 - ii. In preparation of an event
 - Prior to meeting of HBM Advisory Committee
 - Prior to VON NB event
 - Other
 - iii. In response to event or policy/direction change
 - iv. To support program planning and evaluation
 - v. Other
- 3) How to use the information
 - i. Analyze information from variety of sources to:
 1. Identify trends
 2. Identify issues or changes
 3. Identify and analyze unexpected and unusual
 - ii. Confirm analysis with networks
 - iii. Identify decisions needed and the who, how & when of those decisions
- 4) What are the sources of information on those subjects?
 - a. Which organizations?

- i. VON NB Board
- ii. Media (web, print, electronic)
- iii. Provincial Legislature
- iv. Parliament
- v. Government Departments
- vi. Competitors
- vii. Like-minded organizations
- viii. other

b. Which events?

- i. Conferences
- ii. Meetings
- iii. HBM activities
- iv. Other

c. Which networks?

- i. Other program facilitators
- ii. Informal sources (friends)
- iii. HBM Advisory Committee
- iv. Others

Individual task for completion by November 16, 2011

Are there opportunities to improve HBM in your region?

When is the most appropriate time to act on the opportunities?

Who (which organizations) can help?

What are the risks?

What decisions are needed to take advantage of the opportunities?

Who has the authority to make those decisions?