

2 ENVIRONMENTAL ANALYSIS

WHAT'S YOUR REALITY? – WHAT DO YOU NEED TO DELIVER AND WHAT'S THE INTERNAL SITUATION?

This section looks at the project in terms of the 'external' and 'internal' factors that will have an impact on the project. This section aims to ensure that you are aware of:

- The 'big picture' of the project.
- Identify the key drivers of the change.
- What is the current internal capacity and capability to achieve the projects aims.

QUICK GUIDE	
EXTERNAL	<p>In this section you need to examine and consider the external influences on the project e.g. what are the key drivers and stakeholders.</p> <p>Questions to consider:</p> <ul style="list-style-type: none"> • What are the external drivers of the project? • What are the expectations of the stakeholders? • What is the current level of stakeholder satisfaction? • What external factors outside the project will have an impact on the project?
INTERNAL	<p>In this section you need to look at a micro level at what is happening in the workplace. In this section look at what is happening in terms of <i>process</i> and <i>people</i>.</p> <p>Questions to consider:</p> <ul style="list-style-type: none"> • Internally, what are the drivers and barriers to the project? • What current workflow processes and systems will have an impact on the successful outcome of the project? • What are the knowledge, skills, capacity and motivation of the staff involved in the project to achieve the outcome? • What resources are available to achieve the project objectives?

SOME USEFUL ANALYSIS TOOLS:

PESTLE SWOT Stakeholder Analysis Benchmarking	Interviews Focus Groups Force-field Analysis Surveys
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