

## Reading: Conducting an Environmental Scan

Some environmental factors that might be relevant to an organizational change include:

- **Technological** – such as new releases of software or hardware, new capabilities under development, predicted obsolescence.
- **Economic** – such as prices coming down on preferred technology, cost of living in certain areas under consideration for an office site, prices of a particular product needed for a change initiative.
- **Political** – such as sensitivity about public image of organization, member of Congress sponsoring budget addition for a project, organizational leaders willing to support a particular initiative, changing union-management relationship.
- **Social** – such as growing interest in “green” issues such as recycling, public polls showing specific concerns by region, media reports on public reactions to similar initiatives launched elsewhere.
- **Regulatory** – such as a bill under consideration in Congress, an ongoing court case interpreting how new regulations can be applied, existing regulations or court cases shaping the way benchmarked organizations do business.