

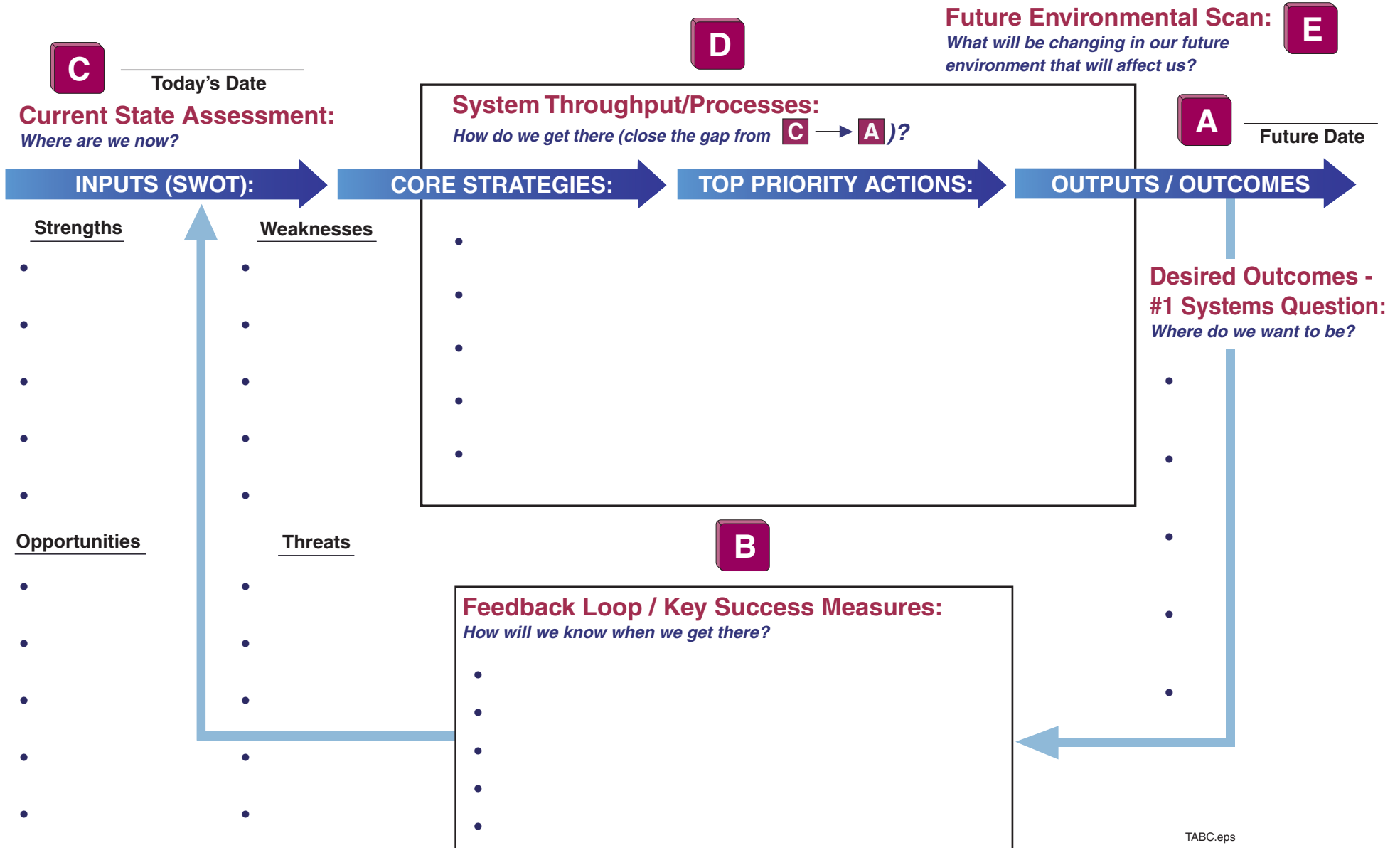
DO NOT  
DUPLICATE

# STRATEGIC THINKING – ABCs TEMPLATE

DO NOT  
DUPLICATE

“Clarify and Simplify Your Thinking” – About Your Project

(Name of the Organization - Issue - Problem - Project - Change Effort, etc.)



TABC.eps

DO NOT  
DUPLICATE

Future Environmental

# SKEPTIC

Scanning/Trends

DO NOT  
DUPLICATE

List the 5-10 environmental trends - projections - opportunities - threats facing you over the life of your plan:

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**S** Socio-Demographics (People/Society):

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**K** Competition/Substitutes:

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**E** Economics:

**E** Ecology:

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**P** Political/Regulatory:

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**T** Technology:

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**I** Industry/Suppliers:

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**C** Customer/Citizens:

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