

Approaches to Environmental Scanning

Many organizations, regardless of sector, need a comprehensive way to assess their current reality prior to engaging in planning or beginning a project. Several common ways to do that are to analyze trends, report on accomplishments and challenges, conduct research and discuss implications, and reflect on an organization's history. ToP® Approaches to Environmental Scanning teaches participants how to collaboratively gather, review, and use information through these types of assessments and reflections. Participants walk away with 10 key tools to help them do this.

What is an Environmental Scan?

An environmental scan is an assessment tool that prepares a group to do further work, such as strategic planning or making significant decisions. It includes relevant factual data such as organizational or community history, setbacks and accomplishments, industry and/or economic trends and subjective data such as customer, staff or community perceptions. A scan enables a group of stakeholders to reach an appropriate "level of equity" in their knowledge of the "big picture" surrounding their work and to educate each other as they combine perspectives to create this holistic picture.

This course is for people who want to:

- Increase productivity and save time and money
- Improve team effectiveness
- Build stronger partnerships
- Document organizational history
- Anticipate future business trends
- Quickly study industry materials and report findings
- Establish a foundation of knowledge to use in preparing a plan



DETAILS

Date: June 15, 2023
October 3, 2023
Time: 8:30AM - 5:00 PM
Location: Courtyard by Marriott Asheville
Biltmore Village
26 Meadow Rd, Asheville, NC

PRICING STRUCTURE

Corporate - \$800
Public/Government - \$700
Large Nonprofit (budget \$5M+) - \$800
Mid-Sized Nonprofit (budget \$1M - 5M) - \$600
Small Nonprofit (budget < \$1m) - \$500
Individual Professional - \$600
Student - \$500

Register at:

<https://hue.life/top-methods/approaches-to-environmental-scanning/>

*"These methods have taken us to the next level. We make better, faster and more inclusive decisions. Even our most experienced people find high value in these courses. These techniques have added meaningful innovation in an easy-to-follow approach."
Genevieve Daniels, Children's Hospital of Wisconsin*