

CONTEXT WORKSHEET

Date:

Attendees:

1. SWOT Analysis	
Strengths	Weaknesses
<ul style="list-style-type: none">••••••••••••	<ul style="list-style-type: none">••••••••••••
Opportunities	Threats
<ul style="list-style-type: none">••••••••••••	<ul style="list-style-type: none">••••••••••••

CONTEXT WORKSHEET

2. Environment Analysis
Competitive
Main competitors are: <ul style="list-style-type: none">• Competitor behaviours: <ul style="list-style-type: none">• The nature of the market: <ul style="list-style-type: none">•
Social / Cultural
Population and workforce: <ul style="list-style-type: none">• Community considerations and expectations: <ul style="list-style-type: none">• Cultural considerations: <ul style="list-style-type: none">•
Political
Federal: <ul style="list-style-type: none">• State: <ul style="list-style-type: none">• Local Government: <ul style="list-style-type: none">• International: <ul style="list-style-type: none">• Internal political: <ul style="list-style-type: none">•
Technological
General considerations: <ul style="list-style-type: none">• Industry specific considerations: <ul style="list-style-type: none">•
Economic / Financial
Local economic conditions: <ul style="list-style-type: none">• Australian economic conditions: <ul style="list-style-type: none">• Internal financial considerations: <ul style="list-style-type: none">• Industry specific considerations: <ul style="list-style-type: none">•
Legal / Regulatory
General considerations: <ul style="list-style-type: none">• Industry specific considerations: <ul style="list-style-type: none">• Expected trends: <ul style="list-style-type: none">•

CONTEXT WORKSHEET

3. Needs and Expectations of Interested Parties	
Interested Party	Needs and Expectations
Owners	•
Customers	•
Suppliers and Contractors	•
Employees	•
Government Regulators	•
Community	•
	•
	•

4. Vision, Mission and Values
Our Vision is:
Our Mission is:
Our Values are:

CONTEXT WORKSHEET

5. Key Business Strategies	
Strategy	Description
	•
	•
	•
	•
	•