### Step 1: Capturing our Business context and environment – Basic

##### Use these templates to capture your business goals and influencers:

##### Our Business Goals

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| Our Vision | What is our vision? |
| Our Goals | What are our short, medium and long term business goals? |
| Our Customers | Who are our customers and who will our customers be in 10 years’ time? |

##### The internal and external factors that may have an impact on us reaching these goals

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| Impacts of where we are heading | Are we planning any significant changes, are we introducing new ways of working, are we anticipating future growth or downsizing? |
| External impacts | What is happening outside of our business that might affect us? Are there any industry trends or changes, economic conditions, market shifts that will impact our business? |
| Internal impacts | What is currently happening within our business, and how is this affecting us? |

##### What this means for your workforce

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| What workforce skills and capability will you need to meet our business goals? Can you identify any areas that may impact your workforce needs? (E.g. additional staff, new skills, new ways of working) |