

# Agenda

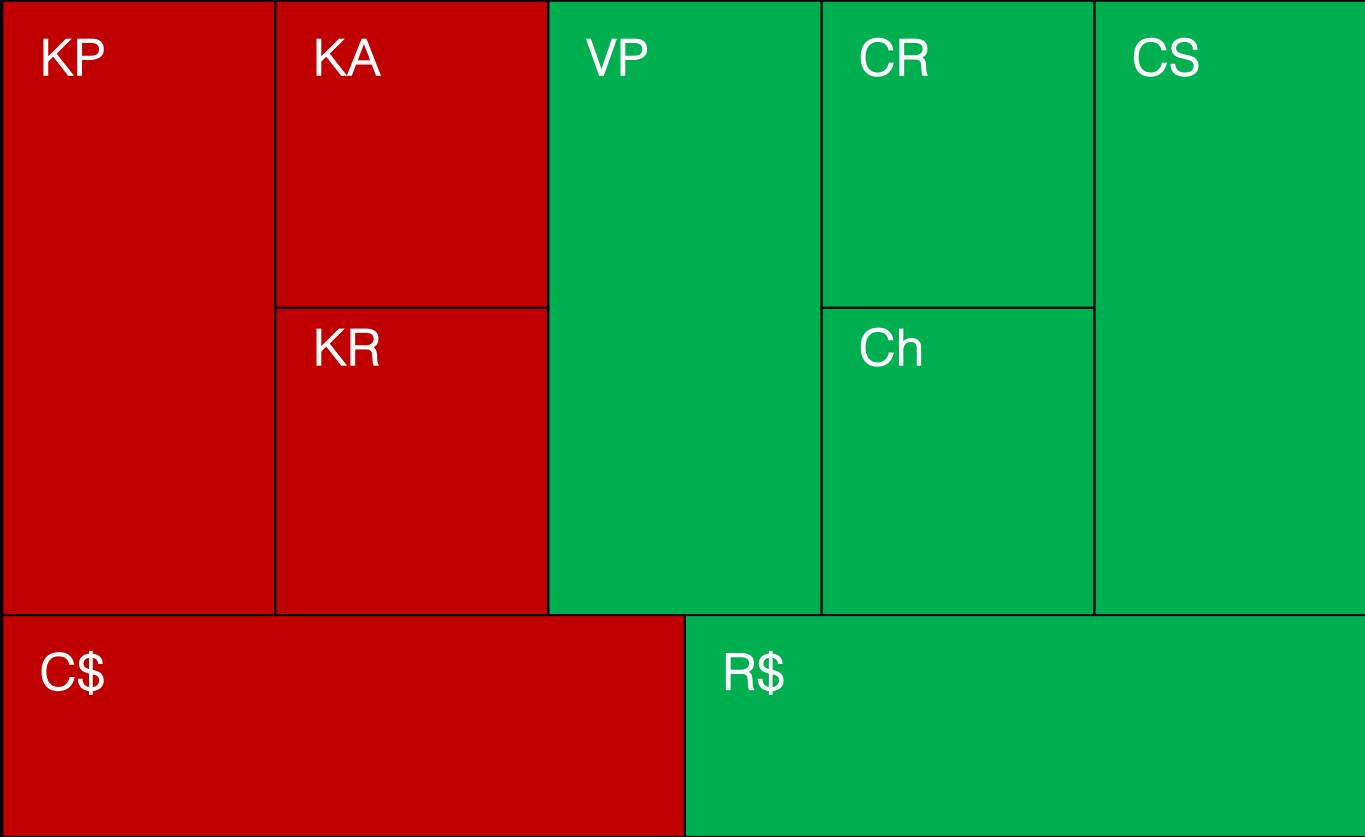
## Perform PESTEL Analysis (SP3)

### TOPICS

- **Team Exercise**
- **Assess the external forces that will and do impact an organization's business model**
- **Strategic thinking!**

# Learning Objectives

1. Practice in applying the PESTEL ANALYSIS tool
2. Begin understanding how and why the Brown Family Farm's Business Model might change and how
3. Learn to work together as a team
4. Teamwork and diversity of thought are vital to strategic planning



# Team Exercise

## Using the PESTEL ANALYSIS WORKSHEET:

- Decide the **major** external forces impacting the Brown Family Farm?
- How will those forces impact the Brown Family Farm's business model?
- Are they threats or opportunities?
- Which are the most Important? ... Which are the most urgent?

**Be prepared to defend  
your logic in class!**

# PESTEL ANALYSIS WORKSHEET

<b>Forces</b>	<b>Threat or Opportunity?</b>	<b>Importance</b>	<b>Urgency</b>	<b>Building Blocks Impacted</b>
<i>Trend #1 (from list in SP2)</i>	<i>T or O</i>	<i>1 (Low) – 5 (High)</i>	<i>1 (Low) – 5 (High)</i>	<i>Building Block (KR, KP, KA, etc.)</i>
<i>Trend #2</i>				
<i>Trend #3</i>				
<i>Trend #n</i>				
<i>Others?</i>				

# Agenda

## Review PESTEL Analysis (SP4)

### TOPICS

- **Team Reports**
- **Gaining a “market understanding” of the forces facing all farms (not just the Brown’s) operating in S.E. United States!**

# Learning Objectives

1. START gaining a market understanding of your own businesses/industry
2. Identify and assess the external forces that are impacting/about to impact southeastern farms' business performance
3. Map these impacts (and resulting changes) to specific Building Blocks of the Business Model Canvas
4. Ensure everyone is together before proceeding with more strategic planning tools and team exercises

# PESTEL ANALYSIS WORKSHEET

<b>Forces</b>	<b>Threat or Opportunity?</b>	<b>Importance</b>	<b>Urgency</b>	<b>Building Blocks Impacted</b>
<i>Trend #1 (from list in SP2)</i>	<i>T or O</i>	<i>1 (Low) – 5 (High)</i>	<i>1 (Low) – 5 (High)</i>	<i>Building Block (KR, KP, KA, etc.)</i>
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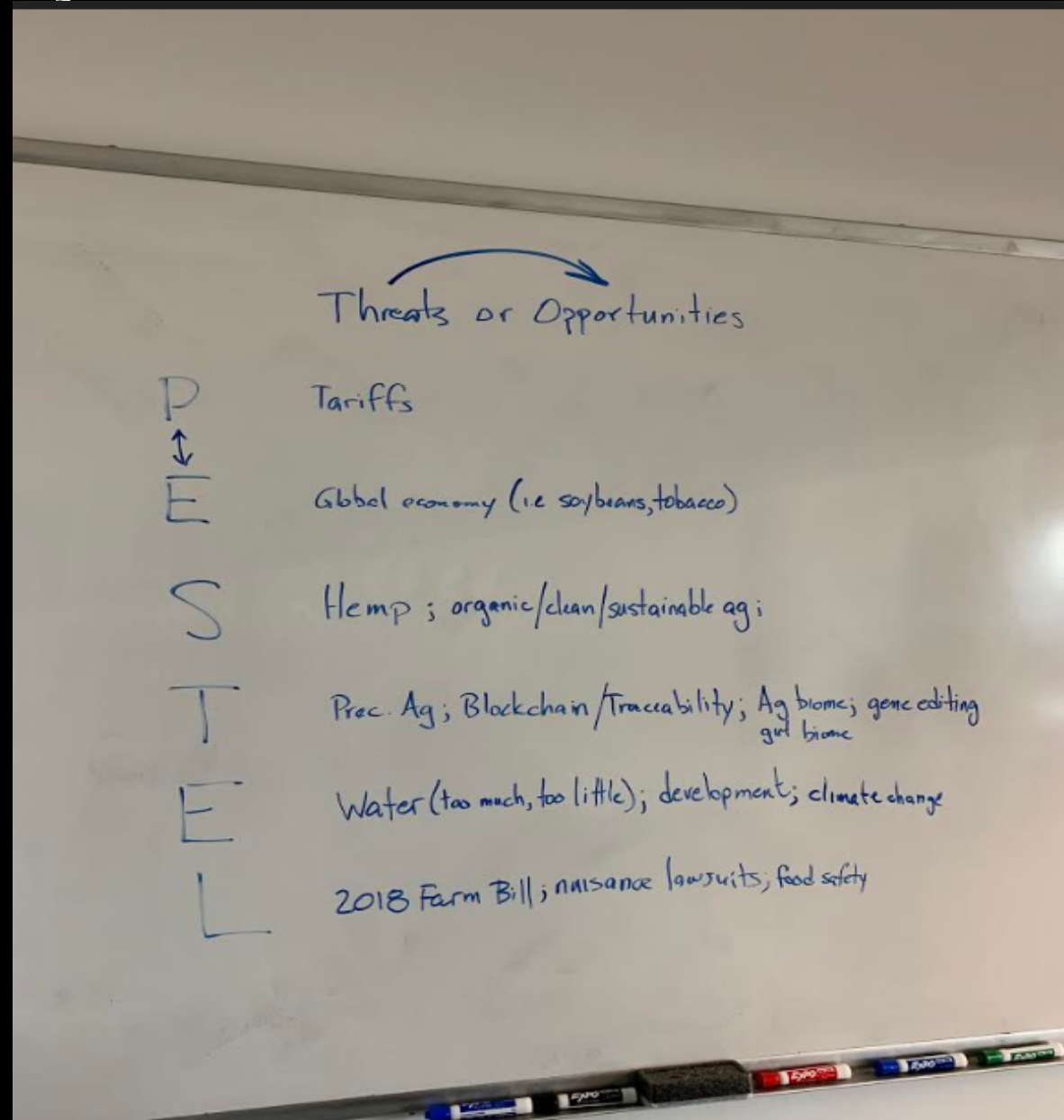
# Exercise

Review your analysis with the class

Remember:

- There are no right or wrong answers
- A true PESTEL analysis is a lot of hard work (even with Watson)
- What's important is to achieve a common understanding of the market forces that can and do impact companies' business models

# Greg and I read the case and did a PESTEL Analysis



# Learning Objectives

1. START gaining a market understanding of your own businesses/industry
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- 4. Ensure everyone is together before proceeding with more strategic planning tools and team exercises**