

# Navigating the External Landscape

a Developing External Awareness Program



*“Master the art of navigating complex external factors for strategic growth.”*

## Program synopsis

Grounded in the belief that understanding external factors is key to organizational success, this program equips participants with the tools to navigate the complex landscape of policies, trends, and industry dynamics. Through interactive discussions, real-world case studies, and insights from guest speakers, participants will learn how to stay informed about the external environment, leverage this knowledge, and make informed decisions to shape stakeholder perceptions and drive organizational growth.

### By the end of the program, participants will be able to:

- Identify and analyze key external factors impacting the organization.
- Monitor and synthesize policies, trends, and industry developments.
- Make informed decisions based on a comprehensive understanding of the external landscape.
- Cultivate strategic thinking and proactively shape stakeholder views.

## 5 Benefits for attending this program



### Informed Decision-Making and Strategy Development

- Participants will learn to incorporate external insights into decision-making and strategic planning.
- Improved decision quality, alignment of strategies with external trends, and increased adaptability to industry changes.



### Enhanced Stakeholder Perception Management

- Participants will develop skills to shape stakeholder views using external insights.
- Improved stakeholder relations, enhanced organizational reputation, and increased stakeholder trust.



### Proactive Risk and Opportunity Management

- Participants will analyze industry developments to identify opportunities and potential threats.
- Early identification of emerging opportunities, better preparedness for potential disruptions, and improved risk mitigation.



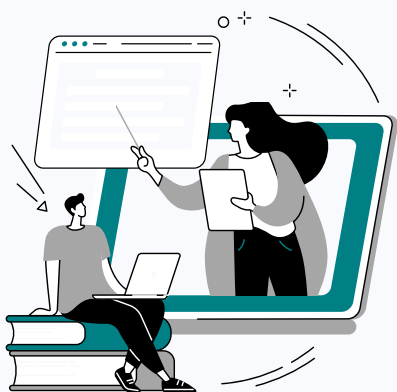
### Strategic Alignment with External Factors

- Participants will learn to connect external insights with organizational goals.
- Better alignment of organizational strategies with industry trends, increased competitiveness, and enhanced agility.



### Sustainable External Awareness Practices

- Participants will develop action plans to sustain external awareness.
- Continual monitoring of external trends, improved organizational responsiveness to changes, and better anticipation of challenges.



## Program outline

- Introduction to External Awareness
- Identifying Key External Factors
- Monitoring Policies and Trends
- Analyzing Industry Developments
- Synthesizing External Insights
- Shaping Stakeholder Views
- Making Informed Decisions
- Sustaining External Awareness

*The ideal introductory program is designed to be 2 days in duration as it strikes a balance between comprehensiveness and practicality.*

*In these two intensive days, participants gain a comprehensive understanding of policies, trends, and industry dynamics while engaging in interactive discussions, real-world case studies, and insights from guest speakers. This condensed format ensures that participants not only absorb essential knowledge but also have the time to apply it practically, enabling them to stay informed about the external environment, leverage this knowledge effectively, and make informed decisions that shape stakeholder perceptions and drive organizational growth.*

*For those wanting a deeper dive, we offer an extended, **up to** a 2-week format, with hands-on learning. Our flexibility ensures we meet the diverse needs of organizations.*

## Who should attend

Professionals from diverse sectors and roles, including managers, leaders, strategic planners, and decision-makers who wish to enhance their ability to navigate the external landscape and strategically align their organizations.

## Speak with us

Ready to elevate your organization's vision and excellence?

Let's connect! Speak with us today and discover how our program can empower your team for success.



[www.mavenlens.com](http://www.mavenlens.com)