

# INDUSTRY GROWTH

**In today's roiling and turbulent business environment, growth is critical to success. But where should your organization invest? And how can you pitch growth ideas to senior leadership?**

Every business operates within a complex environment of rising and falling markets, skittish customer impulses, and transformative technologies that shape production, service, distribution and reputation. All business are constrained by the physical and legal environments. Getting clear about the big picture and communicating it is an ever important aspect of leadership.



## SOCIETY

How is society changing? What trends do you see in people's behaviors, values and beliefs? What changes in culture are relevant to your business? Why?

## TECHNOLOGY

What technologies are driving your industry? Which are growing? By how much? Which are declining? How may some technologies potentially disrupt industries?

## ENVIRONMENT

Describe the impact of changes in the physical environment of your business. From local living conditions to global changes, environments shape growth and decline.

## ECONOMY

What is the state of the economy? Locally. Regionally. Nationally. Globally. How does the economic climate affect the business of your suppliers, customers and employees?

## POLICY

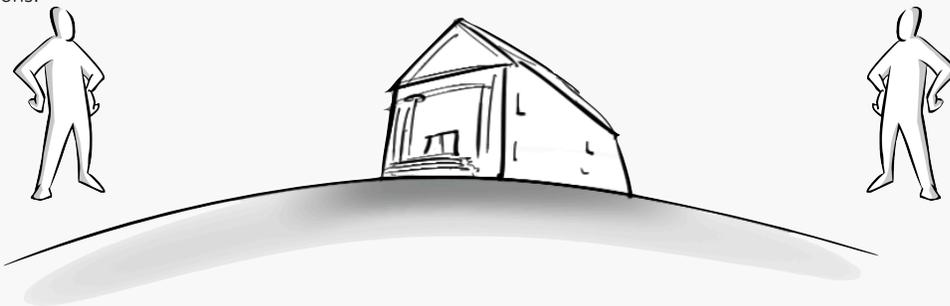
Describe the policies, laws and regulations relevant to your business. What new regulations will augment or constrain business?

## COMPETITORS

What trends exist in the open marketplace? Who are the new competitors and who provides alternative solutions?

## CUSTOMERS

What unmet needs are customers expressing? What products and services could your customers value.



*Create a map charting the broad influences shaping the Design + Construction industries. What opportunities are emerging in today's*

*economy? Create a dynamic presentation to present these growth ideas to the leadership team of a large AEC organization.*