

# MANAGEMENT 3548

## Social Entrepreneurship

*Being Awake to Opportunities  
brilliantly disguised as unsolvable problems*

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CLASS DISCUSSION OF  
EXTERNAL ENVIRONMENT ANALYSIS FOR YOUR GSBI 2017 ORGANIZATION

# SOCIAL BUSINESS PLAN PARADIGM

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- Mission/Opportunity/Strategies
- **External Environment Analysis**
- Beneficiary (“Market”) Analysis
- Operations
- Organization and Human Resources
- Financial Plans and Reports
- Metrics and Accountability

# DISCUSSION TOPICS

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- External Economic Ecosystem
- External Environment Transaction Governance Capacity
- External Environment Social and Cultural
- External Environment Information and Communication Technology (ICT)
- External Environment Natural and Geographic

# EXTERNAL ENVIRONMENT ANALYSIS *MATRIX*

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Environmental Factor	Action
Asset	Leverage
Impediment	Mitigate

For each of 5 environment elements, identify:

- **Assets** and how they can be leveraged
- **Impediments** and how they can be mitigated