



Environmental Scan - Step-by-Step Instructions

Step-by-Step Process

- Step 1: Define the purpose and scope of the environmental scan.
- Step 2: Identify internal and external factors that may influence the organization.
- Step 3: Gather data from reliable sources (e.g., reports, surveys, industry analyses).
- Step 4: Analyze data to identify trends, opportunities, and threats.
- Step 5: Summarize key findings in a structured format (tables, charts, narrative).
- Step 6: Share results with stakeholders to inform strategic planning.
- Step 7: Update the environmental scan regularly to stay current.

Environmental Scan Template

When conducting an environmental scan, consider organizing your findings into categories such as:

- Political
- Economic
- Social
- Technological
- Legal
- Environmental

This structure is often referred to as a PESTLE analysis and helps ensure comprehensive coverage.



Fillable PESTLE Analysis Template

Use this table to capture your Environmental Scan findings. Fill in each category with relevant factors, trends, and considerations.

Category	Key Factors / Findings
Political	<ul style="list-style-type: none">• Shifting U.S. trade policies and tariffs impacting imports/exports.• Congressional oversight on technology regulation and workforce policies.• Federal funding allocations for broadband expansion, infrastructure, and AI initiatives.• Rising geopolitical tensions affecting global supply chains.
Economic	<ul style="list-style-type: none">• Slowing GDP growth and inflation pressures impacting consumer demand.• Supply chain disruptions and reshoring initiatives.• Expansion of e-commerce and digital trade.• Increased federal investments in renewable energy and advanced manufacturing.
Social	<ul style="list-style-type: none">• Growing demand for hybrid and remote work models.• Workforce skill gaps in STEM, cybersecurity, and data science.• Rising expectations for DEIA (diversity, equity, inclusion, accessibility).• Shifts in consumer preferences toward sustainable products and practices.
Technological	<ul style="list-style-type: none">• Rapid adoption of AI, machine learning, and quantum computing.• Cybersecurity threats targeting federal agencies and commerce partners.• Digital transformation of business services and customer engagement.• Expansion of 5G networks and emerging IoT applications.
Legal	<ul style="list-style-type: none">• New federal data privacy and security regulations under discussion.• Evolving intellectual property enforcement challenges global in markets.• Compliance requirements for climate reporting and sustainable practices.• Labor law updates regarding gig economy and workforce classification.
Environmental	<ul style="list-style-type: none">• Increased climate risks (hurricanes, wildfires, flooding) impacting infrastructure and commerce operations.• Federal commitments to sustainability and carbon reduction targets.• Rising demand for renewable energy innovation and green technologies.• Pressure from global agreements (e.g., Paris Climate Accord) to meet emission targets.



Key Trends, Opportunities & Threats

Opportunities:

Expand U.S. leadership in AI, clean energy, and advanced manufacturing; strengthen workforce pipelines; enhance trade competitiveness.

Threats:

Cybersecurity vulnerabilities, global trade disputes, climate-driven disruptions, talent shortages in critical roles.

Recommended Actions

Strategic Workforce Planning: Invest in upskilling and reskilling programs in AI, cybersecurity, and STEM fields.

Policy Engagement: Align Commerce initiatives with evolving federal legislation and global trade agreements.

Technology Adoption: Leverage AI and data analytics for improved decision-making and service delivery.

Risk Mitigation: Develop continuity plans for supply chain resilience and climate disruptions.

Key Trends, Opportunities & Threats

Opportunities	Threats
<ul style="list-style-type: none">- Expand U.S. leadership in AI, clean energy, and advanced manufacturing- Strengthen workforce pipelines- Enhance trade competitiveness	<ul style="list-style-type: none">- Cybersecurity vulnerabilities- Global trade disputes- Climate-driven disruptions- Talent shortages in critical roles

Recommended Actions

- **Strategic Workforce Planning:** Invest in upskilling and reskilling programs in AI, cybersecurity, and STEM fields.
- **Policy Engagement:** Align Commerce initiatives with evolving federal legislation and global trade agreements.
- **Technology Adoption:** Leverage AI and data analytics for improved decision-making and service delivery.
- **Risk Mitigation:** Develop continuity plans for supply chain resilience and climate disruptions.
- **Stakeholder Engagement:** Communicate findings across bureaus to ensure coordinated planning and execution.