Step 1. Monitoring the Environment
( p 2 () ramizing linvirommental Information

Step 3. Processing ( Analyzing) Envirommental Information.

Step 2. Matching
Internal Infomation and linvironmental Information

Step 4. Developing Internal Information about the firm

## NTERNAL INFORMATION

 SYSTEM4a. Developing Internal Awareness. -strengths and weaknesses of the firm -organizational purpose and values

4b. Developing Internal Flexibility.
-sources of supply
-flexibility of managers -flexibility of technologists -flexibility of marketing -liquidity/ability to raise capital

4c. External Flexibility (Organizational Positioning) -product line diversification -geographic diversification

ACTION OUTCOME FOR THE FIRM ANO IN THE ENVIRONMENT

## INFORMATION

 PROCESSING SYSTEM1. Mapping the environment around a signal.
2. Analyzing the predisposition and power of actors in the environment around a signal.
3. Building scenarios as to how the signal could become a threat or opportunity for the lirm.
4. Forecasting what might in fact occur, given information currently available.

## Step 7 Implementation

## ACTION

1. Overcoming Organizational impediments to implementing Social Programs:
a. cost factors and their reliability.
b. budgeting and evaluation
system.
c. characteristics of large scale organizations.
