

SIGNAL



LIFT YOUR HEAD UP

HORIZON SCANNING CHECKLIST

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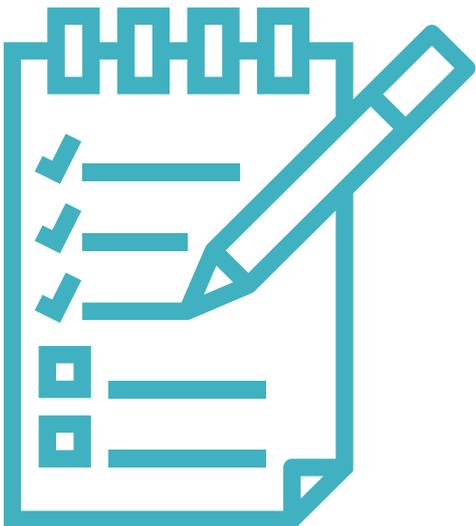
Introduction

Just as it is important to look ahead and check mirrors when you are driving a car, it is vitally important to keep multiple perspectives when running your business.

It's so easy to get fixated on the short-term and close-up agenda when things are busy. But a long-term view and peripheral vision will really help you anticipate changes and be ready to flex – while staying on course. And when it comes to being a resilient business, this is key.

So here's our quick checklist that will help you 'look up' and see what's on the horizon.

Before we begin - say your long term vision out loud with conviction!



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Horizon scanning checklist:

Can you identify your top 3 business priorities that will move you towards that vision?

Can you articulate your top 3 business concerns that might get in the way of your vision?

Who are your 3 nearest competitors for your customers?

Can you identify their priorities? TIP: Find them on social media to work this out

Can you identify their concerns?

Who are your three best customers right now?

Can you identify their priorities?

Can you identify their concerns?

What changes can you see coming this year in your industry?

What changes can you see coming globally?

When you have completed, write any insights down and then return to the two first questions. [Have your answers changed?](#)

Other good horizon scanning activities:

- Do a SWOT analysis *
- Do a PESTLE analysis *
- Read your industry press
- Follow Influencers in your space
- Network and spend time with other business owners

*Available on our website or by request to marketing@signalbordon.org

SiGNAL BiZHUB provides award-winning business support and training for self-employed people and small business owners.

BiZHUB members are part of a supportive and collaborative community of people who want to learn, grow and be inspired by each other's success.

Our business training and support gives you the tools you need to build a sustainable business. And our nurturing and friendly culture provides members with a supportive environment to develop their business and grow their business and income.

Don't do it alone. Join a vibrant local business community to learn and grow together.

Find out more about the SiGNAL BiZHUB by visiting our website.

www.signalbizhub.org

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