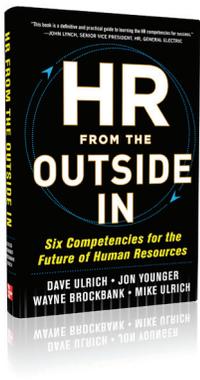


HR

FROM THE

OUTSIDE

IN



TOOL 3.2



Business Literacy Test

The RBL Group | 3521 N. University Ave, Ste. 100 · Provo, UT 84604 | 801.373.4238 | www.hrfromtheoutsidein.com

[3.2] BUSINESS LITERACY TEST

HR professionals who are strategic positioners need to anticipate and prepare for the external environmental challenges that impact their organization, and for which both strategic business and HR plans must be made. The first step is knowing what external trends are coming at your organization, its customer, suppliers and employees. Imagine that you have just joined a new organization in a senior HR role – perhaps an HR director – but alternatively you may be a functional expert of shared service leader or senior professional. The template provided on the next page identifies six areas of external environmental impact:

- Social
- Technological
- Economic
- Political
- Environmental
- Demographic

Use the template to identify the market and contextual dynamics that are impacting your organization – whether it is a global enterprise, a new start up, or a non-governmental but non-profit (NGO) organization. Completing the template will provide you and your team or business partners with essential information on likely factors that will influence the success of your organization in the future. This is the front end of both business and strategic human resource management strategy and planning.

Directions:

Complete the following worksheet by identifying the answers to these diagnostic questions for each specific area of interest.

(see [worksheet](#) on next page)

Business Literacy Worksheet

Area of Interest	Diagnostic Questions	Your Answers
Social	What are the social trends (lifestyle, religion, urbanization, family patterns) in this country or industry?	
Technological	What are the ways technology is changing this country or industry?	
Economic	What are the economic indicators (GDP, unemployment, debt) of a country and how do they affect a particular industry?	
Political	What is the political and regulatory climate for a country or industry?	
Environmental	What are the environmental trends that shape this country or industry (such as carbon footprint or social responsibility)?	
Demographic	What demographic shifts are happening in a country or industry (age, education, global diversity)?	

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