

# HOW TO UNDERSTAND YOUR INTERNAL AND EXTERNAL CONTEXT



# EXTENDED ENTERPRISE

## WHY

IS IT IMPORTANT TO UNDERSTAND CONTEXT?

Risks change depending on the internal and external context in which they are situated.



Change can happen really quickly, therefore the better the model we have of our context, the easier it is to adapt.

We can also pre-empt changes in our context and proactively manage our risks, giving us an advantage over competitors or situations in general.



## THE EXTENDED ENTERPRISE

INCLUDES BOTH THE INTERNAL AND EXTERNAL CONTEXT

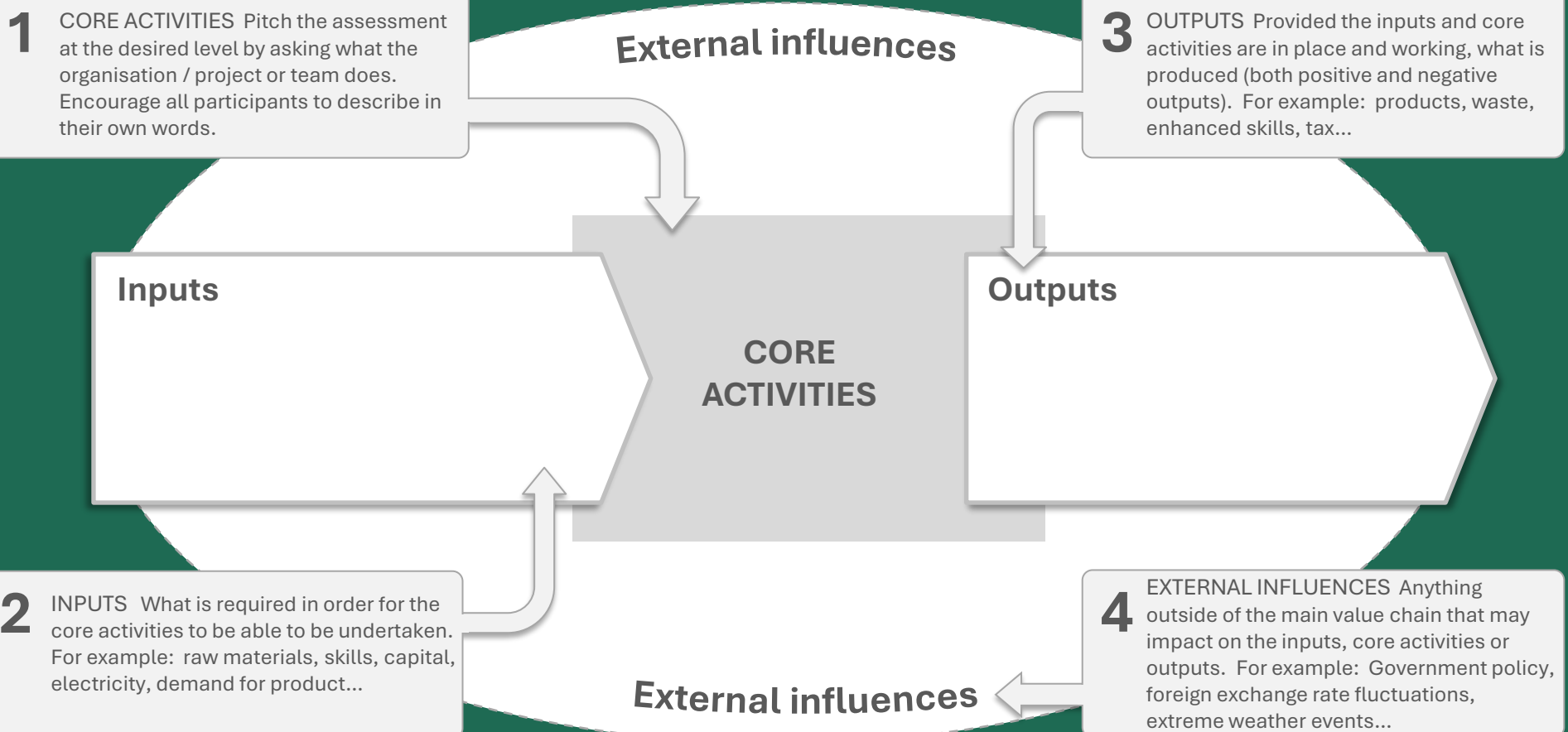


The internal context is anything going on inside a team or direct sphere of influence. It can often be managed.

The external context is anything occurring outside our organisation. Often these risks cannot be directly managed.



## THE EXTENDED ENTERPRISE:



## OBJECTIVES

A teams' objectives often become clear during the construction of the outputs. Ideally these objectives should be Specific, Measurable, Achievable, Realistic, and Timebound.

## SYSTEMS THINKING

The Extended Enterprise is a very simple tool to support teams in thinking in an interconnected manner outside of their own core activities. It therefore promotes empathy between teams and network thinking.

# EXTENDED ENTERPRISE

**External influences**

**CORE  
ACTIVITIES**

**Inputs** (e.g., raw materials, skills).

**Outputs** (e.g., products and waste).

**External influences**