

# Market Me

## Session 1

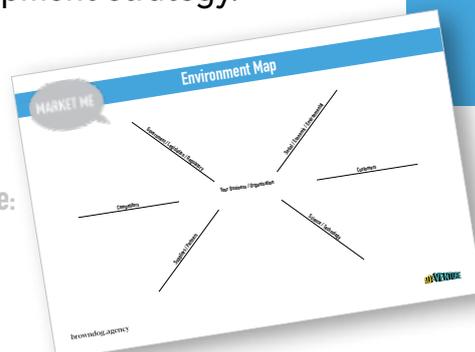
### Exercise – Group Environment Map

This interactive, hands-on exercise enables participants to place their businesses at the heart of the key influences affecting all of us, and consider what actions need to be undertaken in order to capitalise on, or avoid the pitfalls associated with, each of them.

Factors to be considered include; the social, economic and environmental arena; political direction and implications; competitors' strategies; how partners, suppliers and collaborators can best support you; what role technology plays in your world; and perhaps most importantly what customers are looking for, or are concerned about.

Working as a group, we will consider how each factor influences every single business and organisation, and prioritise the most important elements as a crucial part of setting out our development strategy.

Download a map on our website:  
[browndog.agency/adventure](http://browndog.agency/adventure)



### Outcome

The outcome of the exercise is that you will better understand the environment in which you are operating, and will be able to devise a plan to either mitigate the risks or capitalise on the opportunities each element provides.

In addition, you will have a series of strategies, positioning statements and messages that can be incorporated within your marketing activities.

### Takeaway Task

Each participant will be tasked with conducting your own Environment Map, with a view to presenting your top-level findings at the start of the next session.

# How to Use the Environment Map

1. Place your business or organisation at the centre of the Environment Map
2. Using Post-it Notes, marker pens, stars, whatever works for you, add your thoughts to the map with regard to each category
3. Think about trends - are they increasing or decreasing?
4. Be collaborative - get as many different stakeholders involved as possible
5. Try and quantify things wherever possible
6. If you don't have enough of a response for a particular factor, use it as a spur to do some more research

## Such as:

- research forthcoming legislation in your sector
- create more customer profiles
- draw up a list of your key partners and how they help you, and maybe ask them what else they could do for you

7. Once you have exhausted your ideas, try and create clusters of similar topics, and move them to put them together in a group
8. Give each participant 5 votes and ask everyone to allocate them to the topics created - you can use all 5 on one if you feel it is the most important, or spread them across several topics
9. This will then lead to a clear set of topics to focus on in order to drive your business forward

## A few questions to get you going...

What are the Risks?

What are the Opportunities?

Who are your customers? What are their needs?

How can you work more closely with your suppliers and partners?

What has happened in the past year that surprised you?

**Good luck, and we look forward to seeing your findings!**