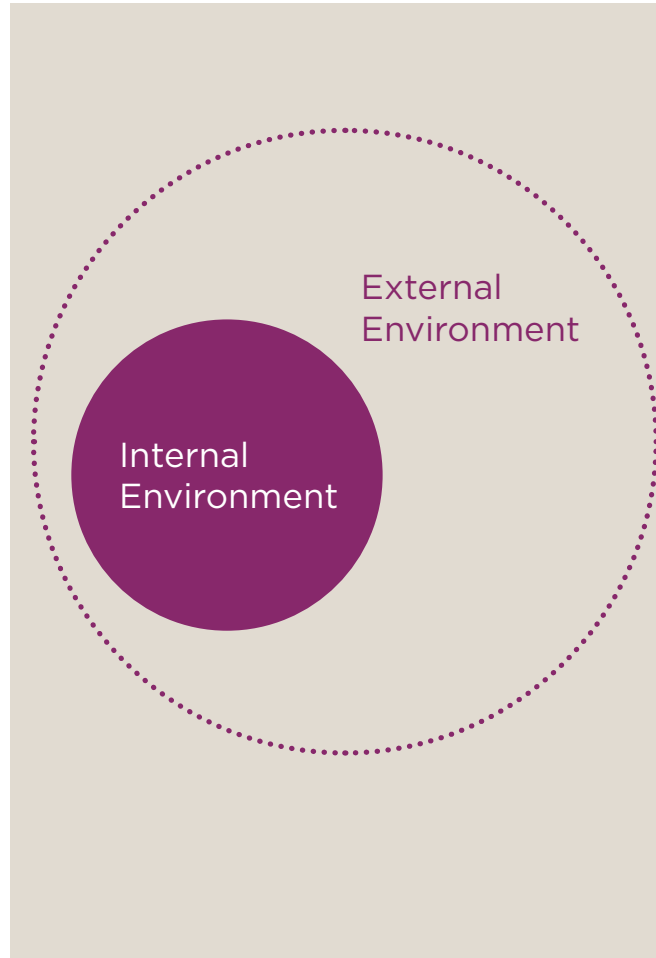


Internal Environment

- People** Do we have access to the people we need?
Do they have the time and capability to participate in this work in a constructive way?
- Process** Is there any processes we need to understand, design for...
- Technology** Are there technical constraints we need to be aware of?
- Strategy** What is the client partner's strategy?
How does our work fit into that context?



External Environment

- Customers** Do we have all the information we need about the customer?
- Stakeholders** Do our client partners have external stakeholders that we need to be aware of relating to this project?
- Politics** Do we understand the political/ policy landscape of our work? (this can be material too)
- Environmental** What are the environmental implications/ context for our work?
- Social** What are the social implications/ context of our work?