**MANAGING AGILE ORGANISATIONS AND PEOPLE**

**Learning Outcome 1: ACTIVITY 1**

**SMALL GROUP ACTIVITY**

**The influence of the external environment**

In groups compare your thoughts on the external forces which impact the operation of a business.

Identify:

* An example where the context is driving the organisation forward.
* An example where the organisation is struggling to maintain its competitive advantage due to the context in which it is operating.

You have 15 minutes for discussion prior to a wider group contribution in which you will be expected to share ideas.