**LEADING STRATEGIC CHANGE**

**Learning Outcome 2: ACTIVITY 1**

**Discuss the organisation’s position in the sector and market within which it operates**

#### In pairs/small groups

Prepare a presentation (20 minutes maximum) which demonstrates your understanding of **Assessment Criterion AC2.1: Discuss the organisation’s position in the sector and market within which it operates.**

Within your presentation, discus your learning of the following concepts, models and frameworks:

1. Organisational data
2. Market or sector data
3. Organisational marketing plans
4. Environmental analysis
5. Competitive analysis.

How do these concepts, models and frameworks help in critically assessing the drivers for change?

Prepare a presentation on your findings.