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BUSINESS ADVANCEMENT INC.®

Pam & Scott Harper's Checklist for:

Expanding Your Company's Perspectives by Adding "Eyes and Ears"

Directions:

- Think of a particular strategic option or situation you're considering. Which stakeholders from the list below have the potential to add new perspectives and help you detect new and unexpected patterns that signal emerging breakthrough opportunities?
- Note: this is a partial list, and each of these groups may be broken into many subgroups.
- Also, think about the context of the issues you are considering, and consider seeking input from stakeholders customized to the matter at hand. "Changing it up" to suit the situation can increase the power of the perspectives you gain.

Internal Stakeholders	External Stakeholders
<input type="checkbox"/> Senior Executives <input type="checkbox"/> Managers <input type="checkbox"/> Divisions <input type="checkbox"/> Departments <input type="checkbox"/> Committees <input type="checkbox"/> Task Forces <input type="checkbox"/> Cross-Functional Teams <input type="checkbox"/> Union Representatives <input type="checkbox"/> Individual Employees <input type="checkbox"/> Temporary Employees <input type="checkbox"/> Freelancers and Independent Contractors	<input type="checkbox"/> Shareholders <input type="checkbox"/> Investors <input type="checkbox"/> Analysts <input type="checkbox"/> Customers <input type="checkbox"/> Suppliers <input type="checkbox"/> Outsource Providers <input type="checkbox"/> Alliance Partners <input type="checkbox"/> Competitors <input type="checkbox"/> Business / Trade Associations <input type="checkbox"/> Unions <input type="checkbox"/> Government Agencies <input type="checkbox"/> Citizen Groups <input type="checkbox"/> The Media (including social media) <input type="checkbox"/> Consultants <input type="checkbox"/> Business intelligence suppliers <input type="checkbox"/> Advisory Boards <input type="checkbox"/> Family members