**Knowing your business and workforce**

Use this questionnaire to reflect on your current business state and on your existing or future workforce. This information will provide key input to the workforce plan for your business.

**Business strategy and direction — where are you going?**

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| **Questions** | **Responses** |
| What are your key business goals for the next three to five years? |  |
| What are your key priorities for the next 12 months? |  |
| How will you know if the business is successful? |  |
| What are the key factors that will achieve business success? |  |
| How will you measure success? |  |
| What major obstacles will the business face while striving to reach  these objectives? |  |
| What will need to be changed or realigned to achieve business priorities? |  |
| What are your workforce strengths that will help achieve the strategy? |  |
| What are the most significant changes (recent or projected) in your business or workforce? |  |
| Are any of the following likely to affect your business over the coming years (1–3+ years)? If so, what will be the effect on the workforce?   * Changes in strategy or direction * Significant cost reductions * Outsourcing * Implementing new technology/technology changes * Changing customer expectations or requirements * New lines of business or products * Improvements in efficiency * Changes in government policy or legislation * Economic trends * Environmental issues * Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (specify) |  |

**Understanding the current business - SWOT**

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| What are the competitive strengths of your business? |  |
| What are the major weaknesses of your business? |  |
| What are the biggest opportunities that you see  today for your business? |  |
| What are the biggest threats you see today for  your business? |  |