

Context Assessment Exercise

Stakeholders/ Influencers						
Assumptions and Predictions for Next 12 Months						
Challenges						

Instructions:

1. Break larger group into sub-teams.
2. Identify key Stakeholders and Influencers.
3. Assign each sub-team 1-2 Stakeholder(s) or Influencer(s).
4. Sub-teams create flip charts of 12-month assumptions and predictions for assigned Stakeholder(s) or Influencer(s).
5. Sub-teams report out on assigned Stakeholder(s) or Influencer(s).
6. Larger group comments on, makes recommendations, and edits the assumptions and predictions as needed.
7. Larger group identifies and prioritizes the team's top challenges for the next 12 months.
8. Summarize key Stakeholders and Influencers, Assumptions, and Challenges.

Stakeholders & Influencers	Market Conditions	Competitors	Customers	Quality Assurance	Marketing and Sales
Assumptions	<ol style="list-style-type: none">1. CDN GDP will grow at 2.5%, US at 1%, and China and India at 6%.2. Continued shortage of mid-level programmers due to high demand.3. General reduction in IT budgets next year.	<ol style="list-style-type: none">1. VGWare and CDC are likely to merge, putting downward pressure on pricing.2. Mom and pop shops will grow and affect mid to small market pricing.3. XFer new entrant to the field, could be a major threat in two years.	<ol style="list-style-type: none">1. Application decisions moving to CMO, CFO, and COO.2. Looking for providers who understand their business, not just technology.3. More emphasis on end-to-end solutions and user experience.	<ol style="list-style-type: none">1. Short staffed and getting backed up with other projects; will take longer to do QC.2. Past releases had poor quality; more pressure to reduce bugs before releases.	<ol style="list-style-type: none">1. Will continue to push for more features with lower price points.2. Continued emphasis on quality and timing of Releases.3. Moving from event driven to consultative sales approach.
Challenges	<ol style="list-style-type: none">1. Continued pressure to provide applications with more features, at higher quality, on time2. Shortfall in software talent will make it difficult to meet application criteria3. QA will be a major chokepoint if not addressed				