

ACTIVITY

Read through the behaviour indicators below and then tick the box next to the behaviour that best describe your way of information gathering:

Most of the time, I:		
1.	Do not actively search for new information about the internal and external environment	
2.	Search narrowly for information	
3.	Regularly gather broad information about the company and its operations (customers, competitors, markets, costs, sales)	
4.	Gather information about the future (e.g. the changing organisational environment, new customer benefits, new products, future competition, changing technology)	
5.	Provide ways to exchange relevant information (finger on the pulse)	
6.	Provide people with information they need	
7.	Gather information about the perceptions or expectations of customers (e.g. Markinor), employees (e.g. Pulse) and stakeholders	
8.	Use a wide range of sources for information (newspapers, magazines, etc)	
9.	May miss important categories of relevant information	
10.	Trust that my own information is valid	
11.	Take information at face value	
12.	Lack sufficient knowledge to ask appropriate questions to gather more information	
13.	Evaluate and verify information gathered for accuracy and quality	
14.	Gather information from formal and informal networks	
15.	Analyse business environments (including financial statements)	
16.	Review the needs for information regularly and adjust systems accordingly	
17.	Establish systems to ensure that important information is gathered and available	
18.	Use the Internet to collect information	
19.	Notice gaps and discrepancies between information sources	
20.	Rely only on others for information	
21.	Use only information that is passed downwards from top management	
22.	Keep abreast of the latest technologies and information relevant to the business	
23.	Improve skills levels by networking	
24.	Establish networks of key individuals in different fields worldwide	

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Circle the answers you ticked:

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