Drivers are situations—or differences—that prompt an organization to develop alternative plans. External drivers might include economics, customers, markets, regulations, public perceptions, or human resources. Internal business drivers may include systems changes, technology, shareholders, financial considerations, leadership, structure, or cultural shifts. Determine how much you know about your organization's drivers by answering the following questions:

- What changes do you see in the world today that may create an impact on your business?
- What are the key drivers that would cause your organization to revise strategy?
- What drivers are currently critical to the organization?
- What potential impact will these differences have on us?
- What measures do we use to determine when it is time to make changes?
- Are the current drivers the same for all parts of the organization?
- What drivers are affecting our customers? How do we help our customers respond to their business drivers, while appropriately responding to our own—or is that possible?
- How does our organization monitor drivers?
- What is my responsibility to support the organization with regard to drivers?

How did you do? If you did not know the answers to all the questions, meet with your manager to have a discussion about organizational drivers.