**Introduction**

It is very important to scan the environment to determine the development and forecast factors that will influence the success of the organization. In this context, the environmental screening on both the internal and external factors that could affect the success of an organization is done along with the strategies that can be used to address the factors.

**Internal Factors**

Environmental screening is about monitoring the internal and external environment for utilizing information about trends, possession, pattern and relationships within the internal and external environment of the organization. Internal environment factors are those, which occur within an organization and are easy to control than the external environment factors. Some of the internal factors that affect the success of an organization are management changes, employee morale, cultural changes, operational efficiency, key staff, brand awareness, access to natural resources, and financial changes. These internal factors can be identified via “data with various departments like Human Resources, Finance, Production, and Marketing” (Vyas & Manwani, 2012). All the information should be pertinent and demonstrates a real snapshot of the factors. Data from employee engagement surveys are a great indicator of the organizations culture, and how employees adapt or does not adapt to them, and what changes can occur to improve overall employee satisfaction as well as turnover, and operation efficiency.

**External Factors**

On the other hand, the external environment includes all the factors that take place outside the organization and are hard to control. These can be very dangerous for an organization as it is unpredictable. Some of the external factors can be the change in the economy, political factors, the government regulation, threats from competition and the industry itself (Lussier & Kimball, 2009). Therefore, it is vital for organizations to monitor external factors and make appropriate adjustments in order to improve on growth and performance in order to be successful. It is important to collaborate with the decision-makers and analyze the development of criteria, as to how to prioritize the trends, and factors that have the most critical impact on the organization (Albright, 2004). In addition, the ability to identify external factors that can impede the organizations success is a critical component. One needs to identify the crisis before it happens, as well as being able to make intelligent decisions while obtaining information in a timely fashion, and communicating it.

**SWOT Strategies**

SWOT is a structured planning tool that is used by the organizations to evaluate the strengths, weaknesses, opportunities, and threats in the business. SWOT is dependent on two factors, where strengths and weaknesses are based on internal factors, and opportunities and threats are based on the external environmental factors. The scanning will allow us to use the knowledge gained to decide the strategic steps or changes needed in the organization to maintain a competitive advantage. Several external factors that affect the organization are consumers, competitors, partners, suppliers, new technology, economic environment, market trends, social changes and regulatory environment. All these directly influence the success of the organization (Coman, & Ronen, 2009).

Internal and external environment can be reasonably used to derive a set of strategic principles that internally leverage strengths while capturing opportunities from outside to create profits. SWOT will help in addressing the factors by assessing the market like customers, strengths and weaknesses of competitors, and by completely analyzing the market. It will help in assessing the company regarding the strengths, resources and capabilities available (Bausch, Koch, & Veser, 2014). It will also assess the competition from different firms in the market. As stated by Simoneaux & Stroud, “It is extremely important to prioritize opportunities and threats in order to determine the most critical strategies for success” (Simoneaux & Stroud, 2011). In order to address the strengths and weaknesses, competitive analysis should be conducted to determine the strengths and weakness in the marketplace. Personnel utilization of strengths and weaknesses is also a major strategy to determine the internal factors. For addressing the opportunities and threats, the firm should identify the issues or problems, create an action plan or reaffirm its goals.

**Internal Factors affecting future success**

Internal factor such as communication and structure of the organization involves “both effective external intelligence gathering and communicating the results internally to generate management engagement and strategic discussion between policy development and operations management” (Clemens, 2009). It is about maintaining the correct balance between present and future attention for each situation. The organization's culture is built upon internal communication, and this can significantly affect the success of the organization in future.

In addition, the structure of the firm has an impact on the day to day operations of the company. The structure will affect the number of employees hired, level of the hierarchy, and role of the employees. This can directly affect the success of the organization. “According to Conversation Theory, the resulting strategic conversation creates agreement, understanding and consciousness with the purpose of developing certainty and constructing understanding of all the elements based in their relationship to each other” (Clemens, 2009).

**External factors affecting future success**

In addition, two external factors that affect future success are economy as well as external communication. Economy can be specific to any industry or can be a global issue impacting the demand and supply. The economy greatly affects the success of the firm. It is important to address economic changes. Therefore, “knowing the types and causes of crises and the potential damage that can ensue may become essential for effective crisis coping in organizations” (Jin, et.al, 2010).

External communication the way the company interacts with the external customers and public impacts the image and success of an organization. It is important when dealing with external stakeholders that they have a shared understanding, and they understand each other’s positions well enough to have intelligent dialogue about the different interpretations of the problem, and to exercise collective intelligence about how to solve it.

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