

Strategy Ref.	Situation being analyzed:	Date Raised:

Use this template to help determine internal issues relevant to your organisation's purpose and strategic direction that may affect its ability to achieve the intended result(s) of its QMS. This information should be retained as a strategy or tactical planning document to underpin your organization's policies and to provide a road map to achieve future goals.

Note 1: Issues can include positive/negative factors or conditions for consideration.

Note 2: Understanding the internal context considers values, culture, knowledge and performance of the organization.

The Organization		Applicable	Not Applicable	List Requirements
<b>Why:</b>	Purpose/intended result			
<b>What:</b>	Products and services			
<b>When:</b>	Short term			
	Long term			
<b>Where:</b>	International			
	National			
	Regional			
	Local			

The Organization		Applicable	Not Applicable	List Requirements
<b>For Whom:</b> (Internal)	Employees			
	Shareholders			
	Owners			
	Board of Directors			
<b>For Whom:</b> (External)	Customers			
	Suppliers			
	Community			
	ISO			
	Regulators			
<b>How:</b> (Strategic direction)	Where are we going?			
	How will we get there?			
	What is the timeline?			
	What does arrival look like?			
	What are the milestones?			

Conclusions
Recommendations