

Ecology Sector - PEAR Analysis
Examples of Big Questions

<p style="text-align: center;">PLANS</p> <p>What does success mean to you? What will stop you achieving your plans? What are your priorities? What are your future plans 3/5/10 years? How do you plan? Who's involved in your planning? Over what time-scales do you plan? How are you going to achieve that? What are the barriers to success? Who are the key stakeholders in your business? Can you describe your business in 5 years? What's driving your plan? Do you have a business plan, do you measure your performance against it? How often do you review your plan?</p>	<p style="text-align: center;">EMOTIONS</p> <p>Describe your proudest moment in business? How would you describe your business? What motivates you? Can you describe your ideal customer experience? – Is this how your customers would view yourselves? Is your lifestyle affected by your business? How would your customers describe your business? What do you enjoy about your role? What makes you tick? How do you feel about the changes in the sector? What keeps you awake at night? What do others (employees, suppliers, friends, family) think of your business? What competitive edge(s) do you fear most about a competitor finding out about your business/plans?</p>
<p style="text-align: center;">ASPIRATIONS</p> <p>How do you measure success? How do you differentiate yourselves? What are your aspirations for the next 2 years? Where do you want to be? What do you feel you specialise in? If you could do anything with your business, what would it be? How do you see yourselves? What are you renowned for? What's more important – getting bigger or getting better?</p>	<p style="text-align: center;">RESOURCES</p> <p>What is your structure? Where do you sit within your marketplace? How many staff do you employ? How much turnover do you need to achieve per staff member before profit kicks in? How much business do you need in order to be profitable? What is your maximum capacity for the amount of business you can deliver at any one time? Based on number of staff & support resources (e.g. survey equipment/vehicles) how do you know when you are at full capacity? What do you see your problems as in the future? What major knowledge or skills does your business hold? Who and what are your assets? How much cash is projected to be in your bank account 6 months from now? Where do your strategies lie?</p>