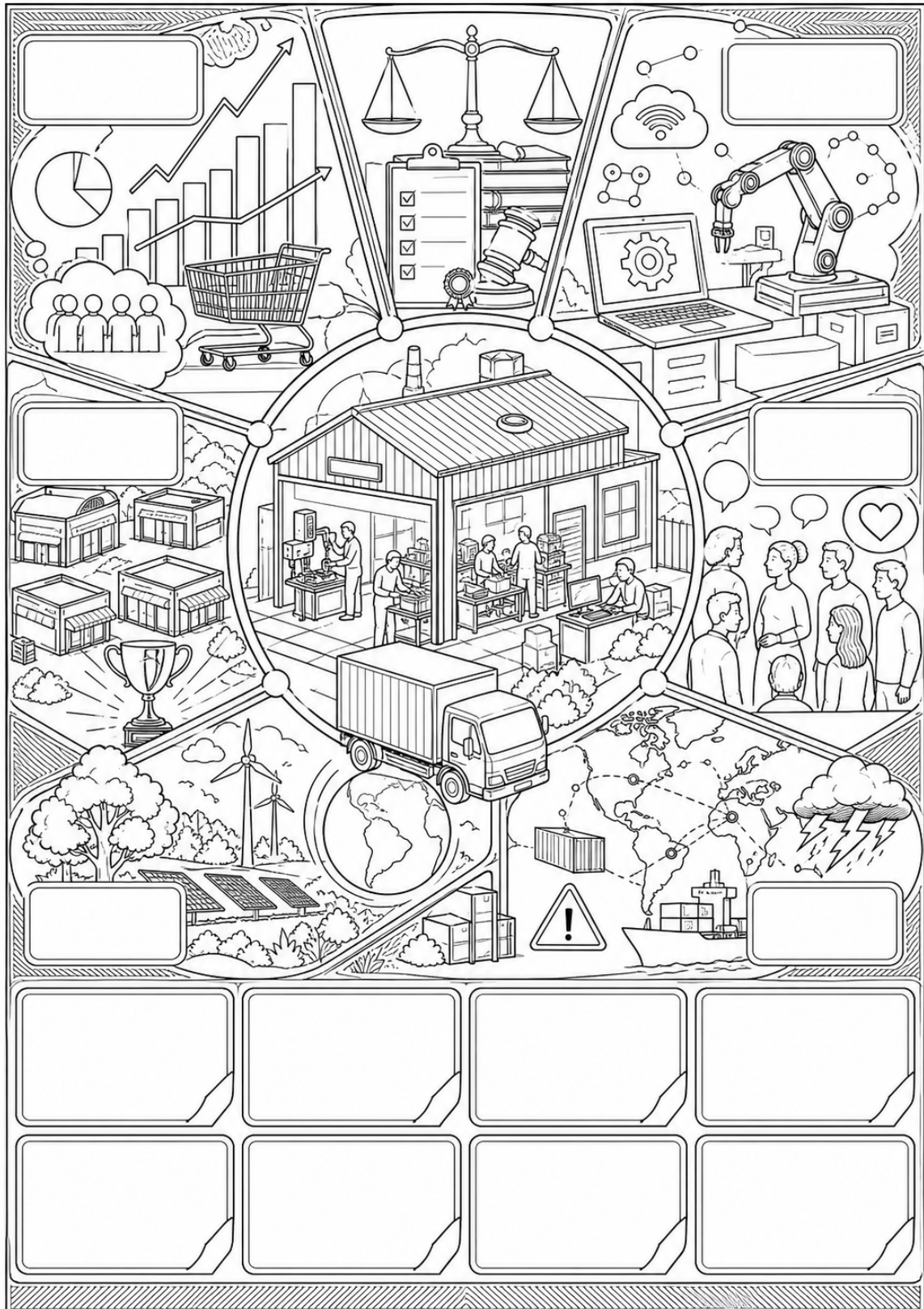


External Influences: Business Decision Radar

KS4 / GCSE / Year 10 - Business

Use the scene to analyse economic, legal, technological, competitive, social, environmental and global influences. For four factors, write impact, evidence, response and



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Parent & Teacher Guidance

Curriculum focus

Topic: External influences. Develop accurate observation, subject vocabulary and evidence-based explanation. Mapped scope: the mapped programme of study.

Before you begin

Review the picture together and ask the learner what they already notice about External influences. Read the activity aloud, explain unfamiliar vocabulary, and agree which details need special attention.

Solo activity

The learner can complete the colouring independently, then use the finished page to explain three details linked to External influences. Encourage accurate colour choices where they carry meaning, but allow creative choices elsewhere.

Group activity

Give pairs or small groups different areas to inspect. Ask them to agree on evidence before colouring, compare their findings, and present one curriculum fact to the class. Finish with a whole-group check against the guidance below.

Questions to guide discussion

What evidence can you see? Which feature is most important and why? How does one part connect to another? What new fact about External influences can you explain using the picture?

Answers and checking

Impacts depend on context. Examples include demand and costs affecting revenue/margin; law creating compliance duties; technology changing productivity/investment; competition affecting price/differentiation; social trends changing demand; environmental pressures affecting materials/reputation; disruption affecting supply reliability. Responses need trade-offs.

Learning record and next steps

☐ Completed the colouring

☐ Explained key vocabulary

☐ Completed the activity

☐ Used visible evidence

Evidence noticed / vocabulary used

Next step:
