



How to use the scan?

Determining your point of view

The Better Business Scan is available for different audiences. We distinguish between (1) employees and managers; (2) students and researchers; (3) advisors; (4) companies; and (5) policy makers. Each type of user has a different kind of relationship with the company, which means that the approach to use the scan might vary. While everyone can use the advice report to analyze and/or accelerate a company's transition to a sustainable business model, the way to approach the questions differs. This article will address how different audiences can answer the questions.

- Employees and managers generally have a thorough understanding of their company. This insider-perspective makes it relatively easy to use the Better Business Scan. Although one might not have all the knowledge on each topic, especially on all functional areas of management in part six, it is possible to make an educated guess.
- Students and researchers often take an outsider-perspective. They are not part of their company but use external information to analyse the company. Two sections of the scan require specific attention. In part two, 'personal opinion and ambition', we advise to create a *persona*. Creating a persona helps to think about the opinions and ambitions of a typical employee. This makes it easier to answer the questions in this section. In part seven, 'personal information', we ask some personal questions which do not affect the advice report. These questions are for research purposes and can be answered from your own perspective. The document 'Using public information' provides more guidance on which resources can be used to answer the questions in each section.
- Advisors can combine the insider-perspective of employees with their own outsider-perspective. Discussing the questions with one or multiple employees provides the insider-view which can be compared with the external perspective of the advisors. This provides an opportunity to make a more detailed gap analysis. Similar to students and researchers, advisors can create a persona in section two and use their own perspective in section seven.

We offer special guidance for companies (to aggregate the data of multiple employees) and policy makers (to aggregate the data of multiple companies). More information about these trajectories can be found on the page about ['for companies'](#) and ['for policymakers'](#).

The Better Business Scan can be divided into seven parts. The overview below explains each part of the scan and mentions which parts might require some specific attention for a certain audience.

Part 1. Company information	This section focuses on the characteristics of the company.
Part 2. Personal opinion and ambition	This section depicts the view of the employee. When using the scan from an external perspective, we recommend creating a persona.
Part 3. Company motives	This section focuses on the company's intention for sustainability.
Part 4. Strategy	This section addresses a company's strategy.
Part 5. SDGs and Barriers	This section depicts an overview of the SDGs a company addresses and the barriers it encounters.
Part 6. Functional areas	In this section a lot of functional areas of management are covered. Employees can make an educated guess about functional areas they are less familiar with or discuss these questions with a colleague.
Part 7. Personal information	This section is mainly used for research purposes and can be answered from your own point of view.

