QUALITÄT VERSTÄNDLICH

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# Internal and external issues: Where is the difference?

## IN PLAIN LANGUAGE

External issues come from outside, such as laws, market situation or customer requests. They can usually be influenced only to a limited extent.

Internal issues lie within the company: qualification, machines, processes and cooperation. The distinction helps with decisions: you prepare for external changes, while you can shape internal issues.

## EXTERNAL

Customers · Laws · Market · Suppliers

## INTERNAL

Employees · Know-how · Machines · Processes

## YOUR SELF-CHECK

**When did you last discuss your issues together in the management meeting?**