

# BGS's 7 key Challenges :

1. Our core product is our geological maps, it has many internal as well as external stakeholders, if you were in-charge of developing it what would you do?
2. If you had all of the geological data that we have what would you do with it – how would you support the UK to grow sustainably?
3. We have a lot of data products and services that we offer – we can't spend money on marketing – how do we get potential stakeholders to know about our products and services and make better use of the information within them
4. More and more non-geologists are using our data and services; how do we make our data more useable and accessible to the wider community e.g. SMEs and start-ups ?

5. If you were in charge of the BGS 'brand' how would you develop it to take it forward – is it distinctive enough? are we clear about our value offering to the UK?
6. The public sector face decreasing budgets, we need to be creative and innovative in how we deliver our geological products and services within this environment – next Monday morning what could we do?
7. Digital technology is a growing area for BGS – with the development of our own visualisation and modelling software. But how should we take this forward? And what should we be developing next?