

External or Environment Scan - The PESTLE analysis.

The PESTLE analysis is a great framework to explore the environment in which an organisation operates. Use the template below as a tool for collecting, summarising and prioritising areas of focus.

PESTLE Analysis on

_____ (Organisation name)

Date of Analysis ____/____/20__

Who was involved

PESTLE Analysis factors	Your notes	Potential Impact:	Implication and importance			
<p>The list below is just to get you started. Remember to put these , and others that you add in the context of your organisation or business.</p> <p>For example if you are a small private company the behaviours of a BP / Tesco or a large international player may well impact on you. If you are a local authority, government changes will change your priorities. In the NHS changes to treatments and public attitudes will also impact etc.</p>	<p>About your organisation.</p> <p>How might the factors listed on the left impact your business or part of the organisation ?</p>	<p>H - High M - Medium L - Low</p> <p>U - Undetermined</p>	<p>Time Frame:</p> <p>0-6 months 6-12 months 12-24 months 24 + months</p>	<p>Type:</p> <p>Positive + Negative - Unknown</p>	<p>Impact:</p> <p>Increasing > Unchanged = Decreasing < Unknown</p>	<p>Relative Importance</p> <p>Critical Important Un-important Unknown</p>
<p>Political</p> <p>Trading policies Funding, grants and initiatives Home market lobbying/pressure groups Local authority rules/ local bylaws etc International pressure groups Wars and conflict Government policies Government term and change Elections Inter-country relationships/attitudes Terrorism Political trends Governmental leadership</p>						

<p>Government structures Internal political issues Shareholder/ stakeholder needs/ demands</p> <p>Others include:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>						
<p>Economic Home economy situation Home economy trends Overseas economies and trends General taxation issues Taxation changes specific to product/services Seasonality/weather issues Market and trade cycles Specific industry factors Market routes and distribution trends Customer/end-user drivers International trade/monetary issues Disposable income Job growth/unemployment Exchange rates Tariffs Inflation Interest and exchange rates Consumer confidence index Import/export ratios Production level Internal finance Internal cash flow</p> <p>Others include:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>						
<p>Social Consumer attitudes and opinions Media views Law changes affecting social factors</p>						

Brand, company, technology image
 Consumer buying patterns
 Major events and influences
 Buying access and trends
 Ethnic/religious factors
 Advertising and publicity
 Ethical issues
 Demographics (age, gender, race,
 family size,)
 Lifestyle changes
 Population shifts
 Education
 Trends
 Fads
 Diversity
 Immigration/emigration
 Health
 Living standards
 Housing trends
 Fashion & role models
 Attitudes to work
 Attitudes to people doing certain
 types of work
 Leisure activities
 Occupations
 Earning capacity
 Staff attitudes
 Management style
 Organisational culture
 Changes to education system

Others include:

Technological

Competing technology development
 Research funding
 Associated/dependent technologies
 Replacement technology/solutions
 Maturity of technology
 Manufacturing maturity and
 capacity
 Information and communications
 Consumer buying
 mechanisms/technology
 Technology legislation
 Innovation potential
 Technology access, licensing,
 patents

Intellectual property issues
 Global communications
 Inventions
 Innovations
 New discoveries
 Research
 Energy uses/sources/fuels
 Communications
 Rate of obsolescence
 Health (pharmaceutical, equipment,
 etc.)
 Manufacturing advances
 Information technology
 Internet
 Transportation
 Bio-tech
 Genetics
 Waste removal/recycling
 Email
 M-learning
 E-learning
 Collaboration tools
 Software changes
 RSI

Others include:

Legal

Current legislation home market
 Future legislation
 European/international legislation
 Regulatory bodies and processes
 Environmental regulations
 Employment law
 Consumer protection
 Industry-specific regulations
 competitive regulations

Others include:

Environmental/ Ecological Environmental issues International National Local Environmental regulations Customer values Market values Stakeholder/ investor values Staff attitudes Management style Organisational culture Staff morale Staff engagement Global factors EU based factors Others include: _____ _____ _____ _____ _____ _____ _____ _____ _____ _____						

Source: <http://rapidbi.com/>