

# PESTLE Analysis

## Analysing the external influences on the strategic environment

PESTLE analysis is an audit of an organisation's environmental influences with the purpose of using this information to guide strategic decision-making. The assumption is that if the organisation is able to audit its current environment and assess potential changes, it will be better placed than its competitors to respond to changes.

<b>Political</b>	<ul style="list-style-type: none"> <li>• Taxation policy</li> <li>• Employment laws</li> <li>• Trade restrictions &amp; tariffs</li> <li>• Government type and stability</li> </ul>	<b>Technological</b>	<ul style="list-style-type: none"> <li>• New discoveries</li> <li>• ICT developments</li> <li>• Speed of technology transfer</li> <li>• Rates of obsolescence</li> <li>• R&amp;D</li> </ul>
<b>Economic</b>	<ul style="list-style-type: none"> <li>• Business cycles</li> <li>• GNP trends</li> <li>• Interest rates</li> <li>• Inflation</li> <li>• Unemployment</li> <li>• Disposable income</li> </ul>	<b>Legal</b>	<ul style="list-style-type: none"> <li>• International/ European Agreement/Law</li> <li>• Employment Law</li> <li>• Competition Law</li> <li>• Health &amp; Safety Law</li> <li>• Regional legislation</li> </ul>
<b>Social</b>	<ul style="list-style-type: none"> <li>• Population demographics</li> <li>• Income distribution</li> <li>• Social mobility</li> <li>• Lifestyle changes</li> <li>• Attitudes to work and leisure</li> <li>• Consumerism</li> <li>• Levels of education</li> <li>• Social media and community</li> </ul>	<b>Environmental</b>	<ul style="list-style-type: none"> <li>• Environmental impact</li> <li>• Environmental legislation</li> <li>• Energy consumption</li> <li>• Waste disposal</li> </ul>

# PESTLE Worksheet

<b>Political Forces</b>	
<b>Economic Forces</b>	
<b>Social Forces</b>	
<b>Technological Forces</b>	
<b>Legal Forces</b>	
<b>Environmental Forces</b>	