

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.

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

PESTLE Worksheet

Political Forces	
Economic Forces	
Social Forces	
Technological Forces	
Legal Forces	
Environmental Forces	