

An example of PESTEL (PESTLE) or PEST (called independently, but the content is pretty similar, see split below)

More points can be added, as well as some of below are irrelevant – be critical!

It is not essential to put the analysis in a scheme like below!

PEST/ PESTLE Analysis on _____ (organization name)						
Date of Analysis _____ Made by: _____						
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 organization or business. For example if you are a small private company the behaviours of a Tesco or a large international player may well impact on you.</p> <p>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 organization. How might the factors listed on the left impact your business or part of the organization?</p>	<p>H – High M – Medium L – Low U – Undetermined</p>	<p>Time Frame: 0-6 months 6-12 months 12-24 months 24 + months</p>	<p>Type: Positive + Negative - Unknown</p>	<p>Impact: Increasing > Unchanged = Decreasing < Unknown</p>	<p>Relative Importance: Critical Important Un-important Unknown</p>
<p>Political –</p> <ul style="list-style-type: none"> • Trading policies • Funding, grants and initiatives • Home market lobbying/pressure groups • International pressure groups • Wars and conflict • Government policies 						

<ul style="list-style-type: none"> • Government term and change • Elections • Inter-country relationships/attitudes • Terrorism • Political trends • Governmental leadership • Government structures • Internal political issues • Shareholder/ stakeholder needs/ demands 						
<p>Economic –</p> <ul style="list-style-type: none"> • 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 						

<ul style="list-style-type: none"> • Consumer confidence index • Import/export ratios • Production level • Internal finance • Internal cash flow 						
<p>Social –</p> <ul style="list-style-type: none"> • Consumer attitudes and opinions • Media views • Law changes affecting social factors • 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 						

<ul style="list-style-type: none"> • Attitudes to people doing certain types of work • Leisure activities • Occupations • Earning capacity • Staff attitudes • Management style • organizational culture • Changes to education system 						
<p>Technological –</p> <ul style="list-style-type: none"> • 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 						

<ul style="list-style-type: none"> • 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 						
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Additional split of information if doing a PESTLE analysis rather than a PEST analysis:

<p>Legal –</p> <ul style="list-style-type: none"> • Current legislation home market • Future legislation • European/international legislation • Regulatory bodies and processes • Environmental regulations • Employment law • Consumer protection • Industry-specific regulations 						
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<ul style="list-style-type: none"> • competitive regulations 						
<p>Environmental –</p> <ul style="list-style-type: none"> • Ecological • Environmental issues <ul style="list-style-type: none"> ○ International ○ National ○ Local • Environmental regulations • Customer values • Market values • Stakeholder/ investor values • Staff attitudes • Management style • organizational culture • Staff morale • Staff engagement • Global factors • EU based factors 						

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