

Organisation name

PESTLE Analysis

Date

PESTLE Overview

Enterprise planning involves taking a look at the environment in which you operate as well as looking inside the organisation to see what's working well and what needs to be improved. The PESTLE analysis is a common tool for helping you articulate and structure this type of analysis. It focuses on the external environment and can be a useful piece of analysis to inform the areas that you will need to highlight and / or address through your business plan.

The PESTLE framework allows you to evaluate, anticipate and plan for external factors that affect your organisation. PESTLE analysis groups these factors into Political (P), Economic (E), Social (S), Technical (T), Legal (L) and Environmental (E). Note these categories will necessarily be equally important to your enterprise.

Try to work out a solid approach to developing your PESTLE analysis and for using it afterwards. Here's one suggested approach:

- Start by defining the situation, organisation or person that you are aiming to develop the PESTLE analysis for. During start-up, the focus is probably on your project / enterprise. However, later down the line you might need to do a PESTLE for other reasons, for example to evaluate a particular part of your business, or the opportunity for entering a new market.
- Select a team that comprises you and key staff or other stakeholders who would be important to consult for this analysis. Meet for an hour or two and use the template overleaf to identify the major PESTLE factors affecting your organisation.
- Once you've completed the PESTLE and followed-up any necessary areas of research / analysis, work out how you will use the findings. If you are incorporating into a business plan, for example, the PESTLE analysis is likely to form the major issues that you address in the environmental analysis, which in turn provides the overall context for your organisation's strategy and work.

PESTLE Template

<p><i>Political factors:</i></p> <ul style="list-style-type: none">•••••••••	<p><i>Economic factors:</i></p> <ul style="list-style-type: none">•••••••••
<p><i>Social factors:</i></p> <ul style="list-style-type: none">••••••••	<p><i>Technical / technological factors:</i></p> <ul style="list-style-type: none">••••••••
<p><i>Legal factors:</i></p> <ul style="list-style-type: none">••••••••	<p><i>Environmental factors:</i></p> <ul style="list-style-type: none">••••••••