

PESTEL Template

A PESTEL (or sometimes known simply as PEST) is a business model framework that looks at the Political, Economic, Social, Technological, Environmental and Legal factors that can affect the business in its current market. Many organisations follow a PESTEL with a SWOT analysis as this is used to measure a business unit, a proposition or idea.

Example PESTEL Model Framework:

Political	Economic
<ul style="list-style-type: none"> • Current national policy • National strategic documents and consultations impacting on you • Local commissioning consultations and Strategic Planning Processes • Local government structure and annual reports • Local healthcare needs – NHS Bill 	<ul style="list-style-type: none"> • The budget and pre-budget review • Current political view on public finance and business growth • Your local authority’s spending review process • Sources of grant funding and investment • Potential new markets and sales opportunities
Social	Technological
<ul style="list-style-type: none"> • Current health and social trends at local and national level • Make up and demographics of your local population or marketplace • Hot topics or key words in the media • Public reaction to recent local events • Reach into local marketplace 	<ul style="list-style-type: none"> • Is your information communication technology up to date? • What systems and processes are prevalent in the market place? • If you are in service delivery, what’s considered best practice? • Have your staff training and qualifications needs changed?
Environmental	Legal
<ul style="list-style-type: none"> • Environmental regulation • Reduction of carbon footprint • Sustainability • Organisational environmental Impact • Local impact of adverse weather 	<ul style="list-style-type: none"> • Employment law • Health and safety regulation • Equality and diversity law • Money laundering / tax compliance • Sector specific regulatory compliance

For more information about how/why to undertake a PESTEL please contact Know+Do Limited:

Fill in this blank template...

Name:

Date:

Political	Economic
Social	Technological
Environmental	Legal

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