

# PESTEL Analysis

PESTEL stands for:-

**P**olitical – What is the political situation and how can it affect the organisation?

**E**conomic- What are the economic factors affecting your organisation?

**S**ocial – How much importance does culture have for your plan?

**T**echnological – What technological innovations could be introduced?

**E**nvironmental – What are the environmental concerns?

**L**egal – Are there current or anticipated legal issues?

A PESTEL analysis looks at the external pressures and problems which are being experienced in your organisation/team/service. Understanding these external pressures can often help you in developing your plans. The analysis is usually undertaken as a group and forms part of your overall plan providing a ‘bigger picture’ view of the whole environment your organisation/ team /services operates within to give context and perspective. Sometime the analysis is shortened to PEST excluding the Environmental and Legal if there are no significant pressures from these areas, this may be the case for small service changes.

	Think About how the following will affect your organisation/team/service. This list is not exhaustive, you may have some specific to your own organisation
<b>P</b> olitical	Regulatory bodies and processes Government policies Funding/grants/initiatives
<b>E</b> conomic	Trends in the economy Budget forecasts Cost Improvement and savings plans
<b>S</b> ocial	Demographics, both workforce and population Surveys/Service User Experience Media views Equality Impact Considerations Ethical issues
<b>T</b> echnological	Competing technological development Research funding Replacement technology solutions
<b>E</b> nvironmental	Geography/location Waste disposal laws People’s attitude to the environment
<b>L</b> egal	Current and pending legislation