Understand the bigger picture

PESTLE

What can it help with?

The 'PESTLE' tool enables you to look at the bigger picture of the environment you are operating in or plan to operate in and the forces beyond your control which might impact how you do things.

How do I use it?

Work through each factor, thinking about what is currently happening (and what might happen in the future) and plot how this might impact your business or idea.

Who's it for?



We think most things work best in a group, but you can do it individually too.



Sometimes it's interesting for everyone in the group to work alone then come Sometimes it sinteresting . c. together to compare and combine ideas.

How long will it take?



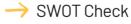
60 - 90 Minutes

How hard is it?

Intermediate

What goes well with it?

→ Power of Five



→ Plus, we'd always recommend you try the Assumption Dump before starting any project ©



PESTLE				
FACTORS AND POSSIBLE ISSUES TO CONSIDER	POTENTIAL RISK (High, medium, low, unknown?)	TIME FRAME (6, 12 months, or longer?)	POTENTIAL IMPACT (Positive, negative, unknown?)	IMPORTANCE (Critical, important, unimportant, unknown?)
POLITICAL Competition policy, Industry regulations, Government spending, Tax policy, Government stability				
ECONOMIC Interest rates, Inflation, Exchange rates, GDP, Consumer spending				
SOCIAL Lifestyle trends, Demographics, Attitudinal change, Media, Fashion				
TECHNOLOGICAL Disruptive tech, New processes, Big data, Adoption of mobile tech, Rate of change				
LEGAL Employment, Health and safety, Wages law, Environmental, Future changes				
ENVIRONMENTAL Potential pollution, Recycling potential, Ethical management, Sustainability				

Reference: Credited to Francis Aguilar