

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 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
- SWOT Check
- 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