

PESTLE Analysis

PESTLE analysis looks at the pressures and problems which are being experienced by the service. Understanding external pressures can often assist in moving the service forward. PESTLE analysis is not end in itself but is a step to identify some action planning. It provides a bird's eye view of the whole environment for many different angles that could be checked and kept track of while considering a change.

When using the PESTLE there are certain areas that need to be considered:

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

Economic – *What are the economic factors?*

Social – *How much importance does culture have and what are its determinants?*

Technological – *What technological innovations are current or anticipated?*

Legal – *Are there current or anticipated legal issues?*

Environmental – *What are the environmental concerns?*

PESTLE

criteria examples	political	economical	criteria examples
<ul style="list-style-type: none"> ✓ Regulatory bodies and processes ✓ Government policies ✓ Government term and change ✓ Funding/grants/initiatives 			<ul style="list-style-type: none"> ✓ Trends in the economy ✓ Budget forecasts ✓ Staffing numbers ✓ Expected savings
criteria examples	social	Technological	criteria examples
<ul style="list-style-type: none"> ✓ Workforce demographics ✓ Staff survey ✓ Media views ✓ Ethnic/religious factors ✓ Ethical issues 			<ul style="list-style-type: none"> ✓ Competing technological development ✓ Research funding ✓ Replacement technology solutions
criteria examples	legal	environmental	criteria examples
<ul style="list-style-type: none"> ✓ Current legislation ✓ Pending legislation 			<ul style="list-style-type: none"> ✓ Geography/location ✓ Waste disposal laws ✓ People's attitude to the environment