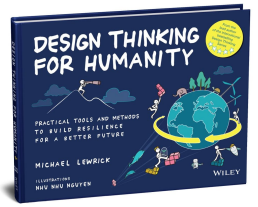
Project:
Team:
Version & Date:

PESTLE



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Quick guide: PESTLE is a mnemonic covering Political, Economic, Social, Technological, Legal, and Environmental forces. It guides a comprehensive scan of the external macro-environment shaping a challenge or opportunity.

More tips & tricks on book page: 84

Political or politically motivated factors that might affect the project.

Politics [P]

Which government policies might be beneficial or harmful to the ecosystem? Is the environment stable?

Macroeconomic forces that might affect the project.

Economic [E]

Which macroeconomic factors affect courses of action? How do interest or inflation shifts alter costs?

1

Social aspects, attitudes, and trends that affect your project or the ecosystem and thetarget market.

Social [S]

In what way do consumer values and cultural trends affect purchasing behaviors and target market adoption?

Technology that has an influence on how products and services are made, sold, scaled, and communicated.

Technological [T]

What advances are available or will emerge? How do they affect scaling, data governance, and ecosystem design?

Current and future legal and regulatory requirements that affect the ecosystem.

Legal [L]

What compliance rules apply to the desired value proposition? Do they help or actively hinder rollout?

Environmental influences that affect the ecosystem, the services provided, the environment, and the natural resources used.

Environmental [E]

How does the environment affect the ecosystem? What are the ramifications of climate limits or planetary boundaries?

Findings & Macro-Environmental Synthesis

Derive any critical risks and opportunities early in the project. Share results with involved teams and decision makers to lock down important strategic parameters.

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