

PEST Template

Use the template as a guide to brainstorm factors impacting your organisation

POLITICAL

What political factors could impact the organisation or service users in the next 3–5 years?

Examples include:

- Government policy
- Political stability or instability,
- Tax policy
- Trade restrictions
- Funding grants & initiatives, etc.

Consider:

- Which government policies or political groups could be beneficial or detrimental to our success?
- Is the political environment stable or likely to change?

ECONOMIC

What economic forces could impact the organisation or its users?

Examples include:

- Economic trends
- Industry growth
- Consumer disposable income,
- Unemployment rates,
- Fiscal policy – Taxation / inflation / interest rates
- Availability of credit

Consider:

- What economic factors will affect us moving forward?
- How does the performance of the economy affect us at the moment?
- How are our pricing, revenues and costs impacted by each economic factor?

SOCIAL

Which social attitudes, behaviours or trends could impact on the organisation?
How will societies' shared beliefs change over time?

Examples include:

- Attitudes and shared beliefs towards money, the environment, work, health, leisure time
- Population growth and demographics (e.g. the ageing population)
- Education provision
- Immigration and emigration
- Family size/structure
- Lifestyle trends

Consider:

- How do service users' attitudes and values influence their needs?
- How do cultural trends and human behaviour play a role in our organisation?

TECHNOLOGICAL

What changes in technology could impact the organisation over the next 3–5 years?

Examples include:

- Access to technology
- Automation
- Emerging technologies
- Communications infrastructure
- Legislation around technology

Consider:

- How do service users access and use technology?
- What technology could help the organisation to reach customers?
- How could technology impact efficiency in our organisation?