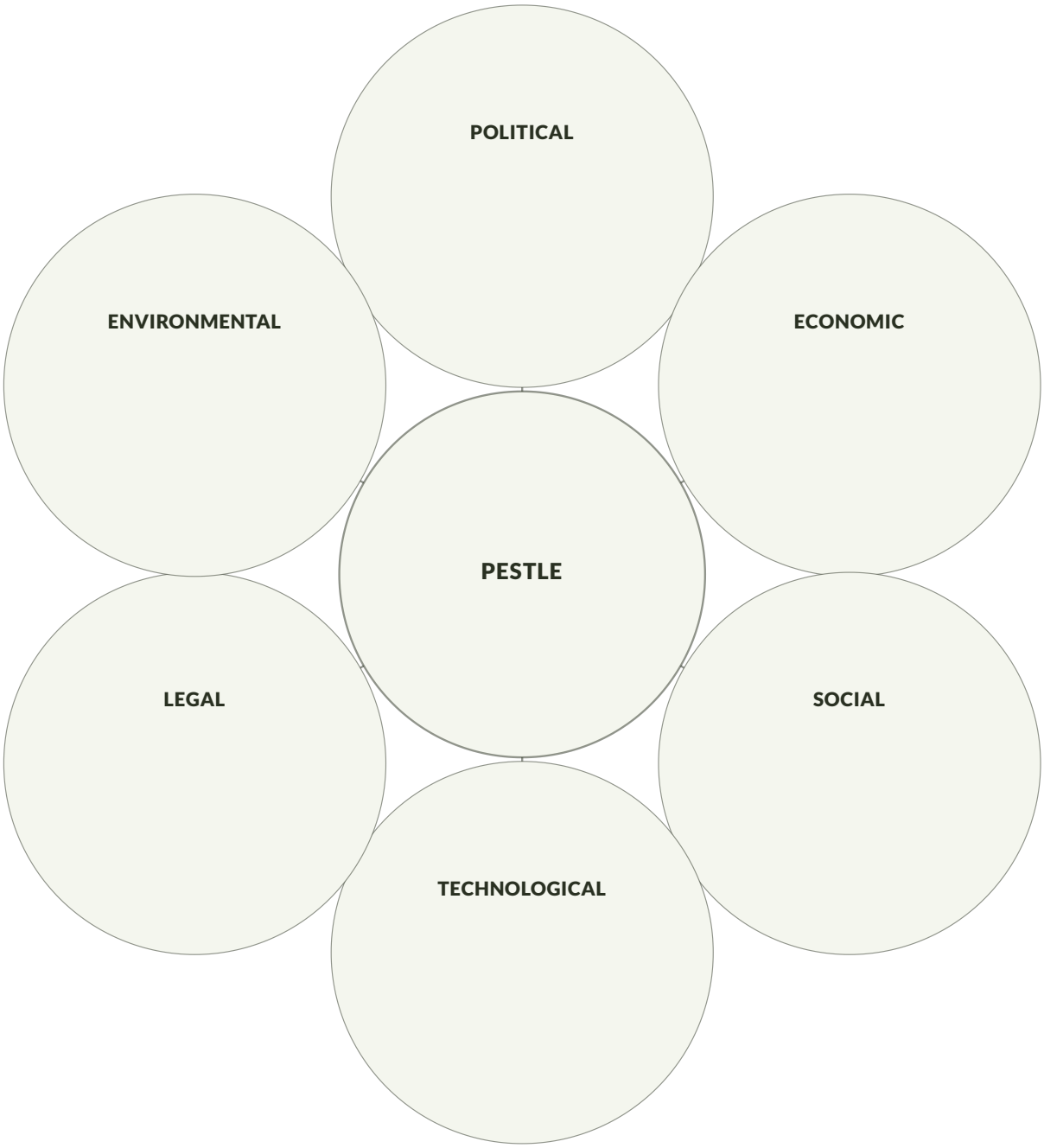
Selfstorming

FRAMEWORK TEMPLATE

PESTLE

An environmental-scanning tool: maps the political, economic, social, technological, legal and environmental forces acting on a market. Origin: Francis Aguilar (PEST, 1967), extended to PESTLE by later strategy practice



- **POLITICAL:** Government policy, stability, trade, tax and public spending decisions that could change the market. Name the policy and its direction.
- **SOCIAL:** Shifts in demographics, attitudes, values and habits that change what people want from the category.
- **LEGAL:** Current and coming laws and regulation that change what can be sold, said, charged or collected. Name the law and the date.
- **ECONOMIC:** Growth, inflation, rates and spending power - and what they do to customer behaviour in this category.
- **TECHNOLOGICAL:** Technologies changing how the product is made, sold, used or replaced - and how fast.
- **ENVIRONMENTAL:** Climate, resources, waste and footprint pressure from customers, investors, retailers and regulators.