

P.E.S.T.E.L. ANALYSIS WORKSHEETS

Political:

Any factors in the political environment either in the home country or international arena. Examples of these could be government initiatives or changes of policy which affect the organization.

Economic:

Any factors in the financial arena. These could include economic downturns, availability of bank loans.

Social:

Factors which affect the social aspects related to the customers of the organization including social trends, the change in demographic of customers and any other socio-cultural factors.

Technological:

Any changes in the technical world which may cause some impact on the organization. New technological developments, new software, new devices, etc. are all factors to consider.

Environmental:

Environmental factors look at the world around the organization and any factors which may have an impact on the environment. Examples include HVAC, recycling policies, vehicles, how properties are maintained; how the environment is incorporated into education and training, etc.

Legal:

Legal issues often begin with examining local, state, and national legislative issues. Legal issues may include state and national regulations, data protection, health and safety, etc.

P.E.S.T.E.L. ANALYSIS WORKSHEETS

POLITICAL FACTORS

Examples include government initiatives or changes of policy which affect the organization.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

ECONOMIC FACTORS

These could include economic downturns, availability of bank loans, etc.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

P.E.S.T.E.L. ANALYSIS WORKSHEETS

SOCIAL FACTORS

Includes social trends, the change in demographic of customers, and other socio-cultural elements related to customers.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

TECHNOLOGICAL FACTORS

Includes new technological developments, new software, new devices, etc.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

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ENVIRONMENTAL FACTORS

Includes HVAC, recycling policies, vehicles, how properties are maintained; how the environment is incorporated into education and training, etc.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

LEGAL FACTORS

Includes local and federal legislative and regulatory issues, data protection, health and safety, etc.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Political / Economic / Social / Technological / Environmental / Legal

Considering Greatest Changes Based on Your Assigned Scenario

1. What are the most significant implications on the demand for aging services?

2. Which technologies in this scenario will have the largest impact for older adults in the 2020s?

3. What are the greatest workforce changes for aging services in this scenario?

4. What policy changes matter most in this scenario?

Strategic Implications for Your Organization Based on Your Assigned Scenario

1. What will make your organization most successful in the scenario through the 2020's?

2. What significant resource shifts must be considered?

3. What about your culture might impede the necessary changes?

4. What sacred cows need to be rethought?

5. What must your Board rethink or reconsider?
