



The PESTLE Analysis Framework

The PESTLE Analysis is a popular framework used by strategists to explore the marketplace and environment in which they currently operate or plan on entering in the future.

More information on this model is available here: <https://digitalleadership.com/UNITE/pestle-analysis-framework/>

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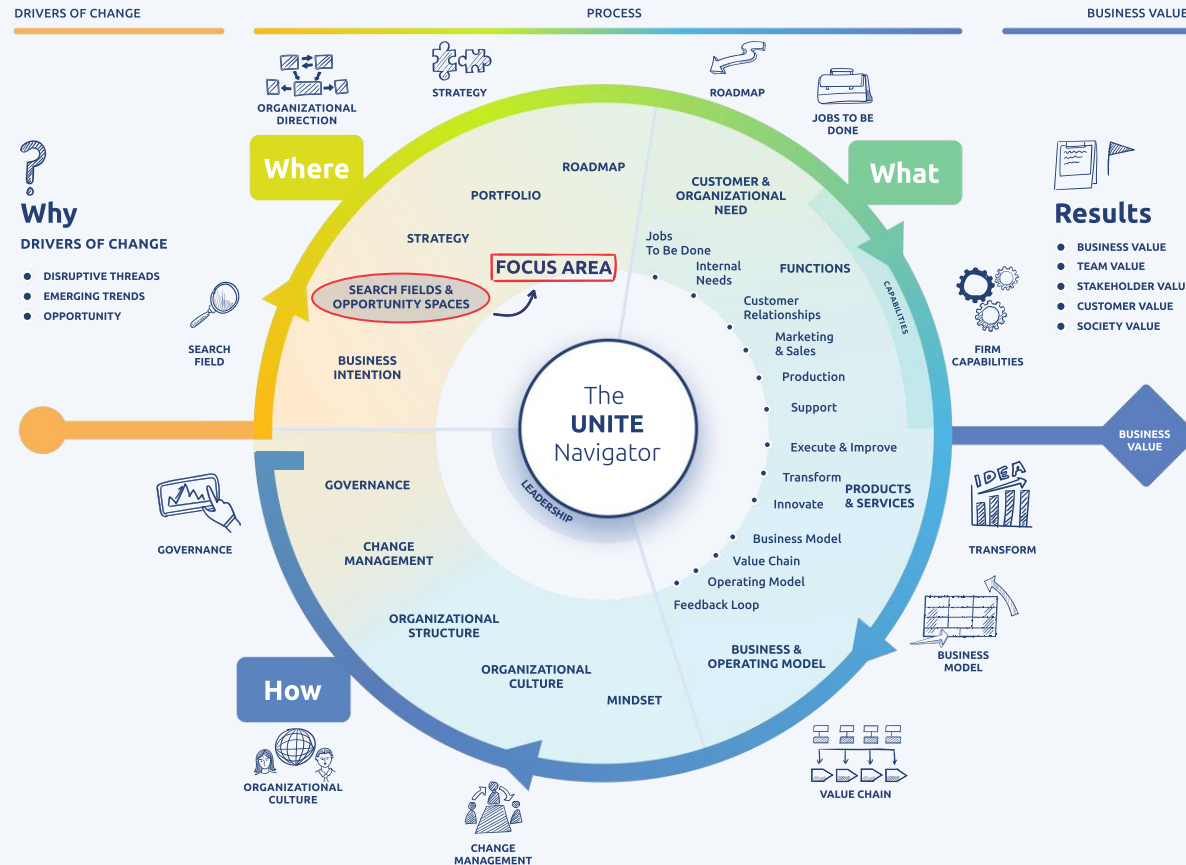
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- > The UNITE models are the by far largest library of innovation and transformation models on the Internet. They cover all areas of digital strategy, innovation, transformation as well as any related field.
- > The UNITE Navigator provides an introduction and overview of all digital-related fields.
- > **As part of this presentation, we will focus on *understanding the business environment a company is operating in.***

Background to The PESTLE Analysis Framework

Why we use it

Marketers can struggle to gain a complete picture of the business environment in which they offer their goods and services.

While it's true that different business strategies will be influenced by the factors considered in a PESTLE Analysis to different degrees, all businesses are affected at least in some way by the elements featured here.

Understanding and tracking your business environment is vital to properly developing and positioning new and existing products.

How it works

In a PESTLE Analysis, you evaluate the business environment focusing on several factors: Politics, Economics, Social Trends, Technological Changes, Legal Concerns, and the Environment (creating the PESTLE acronym).

Typically, marketers create a document that lists all the PESTLE factors and then they create a list of all the ways each factor might impact their business.

To make the analysis more comprehensive, factors can be considered in the current timeframe, and then projected out to any number of years, especially when predictive demographic or political data is available. By recognizing trends and shifting realities in the business environment, you plan a business strategy more-likely to find success.

What is the goal

The goal of the PESTLE Analysis is to create a **comprehensive view of all the factors in the business environment** that impact our current or future goods and services.

The PESTLE Analysis Framework Definition

The PESTLE analysis framework offers a more comprehensive view of a market than many similar approaches.

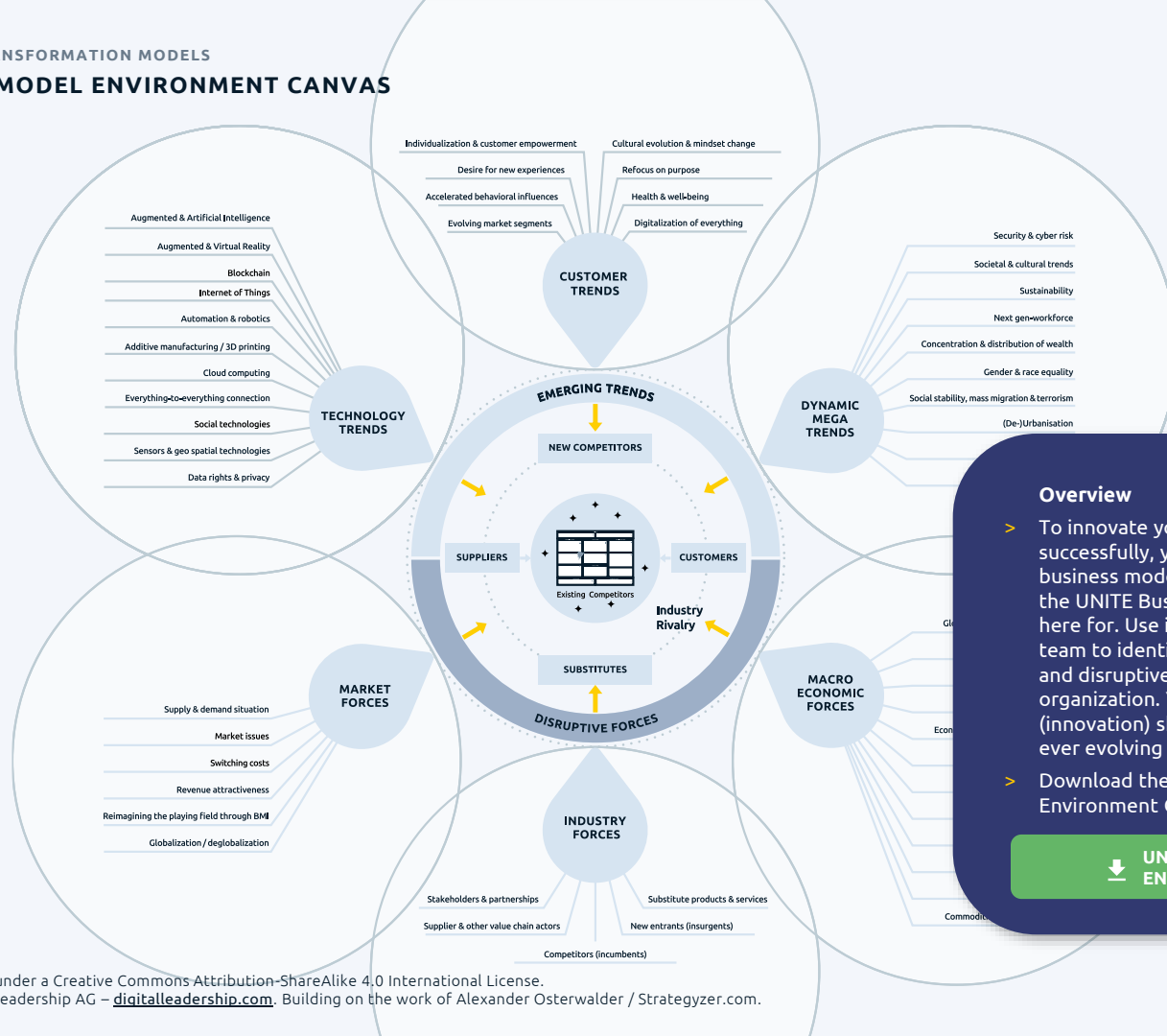
By recognizing trends and shifting realities in the business environment, you plan a business strategy more-likely to find success.

With the PESTLE Framework, you create a comprehensive view of the business environment to more-accurately build and market current and future products and services.

THE PESTLE ANALYSIS FRAMEWORK

P	E	S	T	L	E
 POLITICAL	 ECONOMICAL	 SOCIAL	 TECHNOLOGICAL	 LEGAL	 ENVIRONMENTAL
Examples	Examples	Examples	Examples	Examples	Examples
› Current tax policy › Brexit › Trade policies › Political stability	› Inflation rate › Exchanges rates › Economic growth › Interest rates › Disposable income › Unemployment rate	› Lifestyle attitudes › Cultural barriers › Population growth › Population age › Health consciousness › Target demographics	› Level of innovation › Automation › Technological awareness › Cybersecurity › Technological change › Internet availability/speed	› Employment laws › Discrimination laws › Health and safety › Copyright protection › Consumer safety	› Weather & pollution › Climate change › Environmental policies › NGO pressure › Recycling › Sustainability

THE UNITE BUSINESS MODEL ENVIRONMENT CANVAS



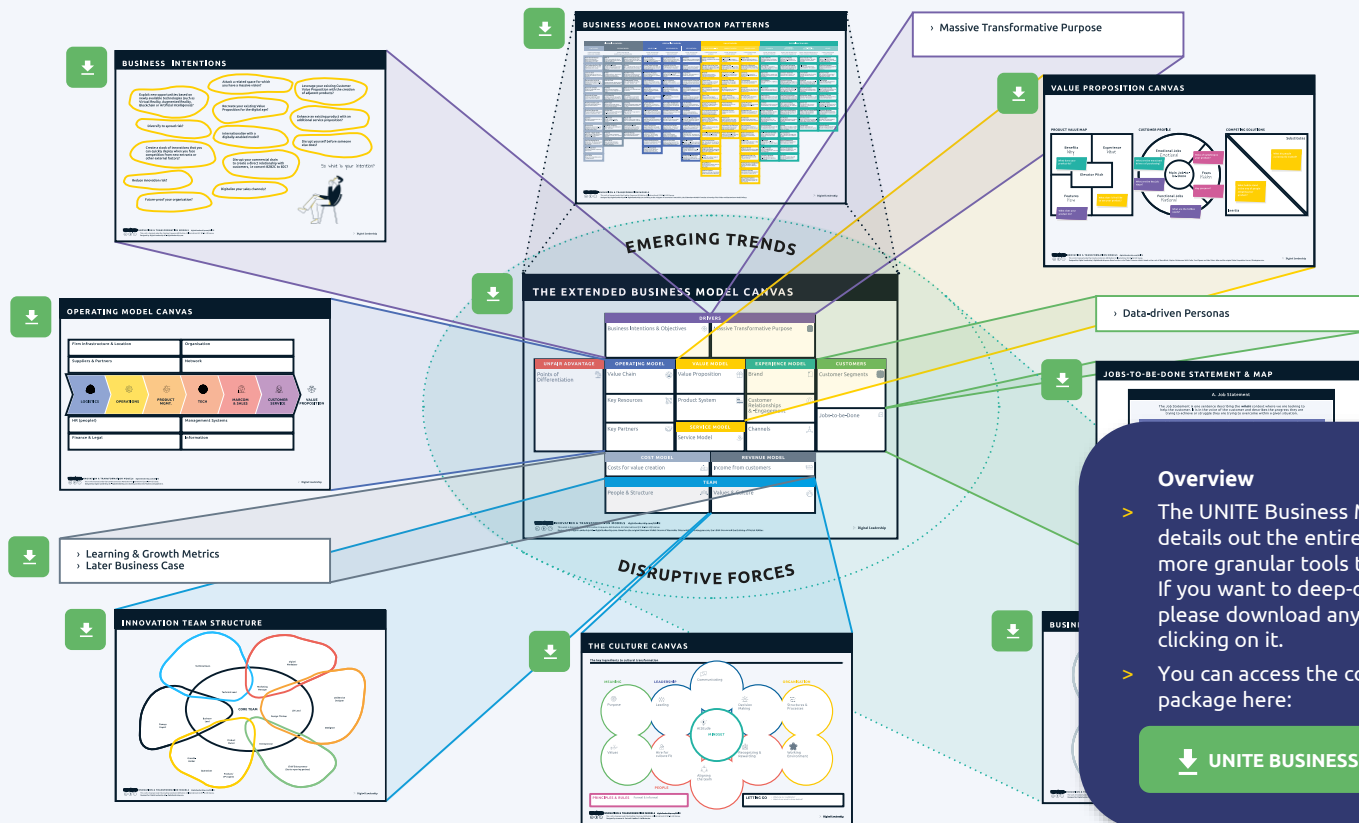
Overview

- > To innovate your business model successfully, you have to understand your business model environment. This is what the UNITE Business Environment Canvas is here for. Use it in a workshop with your team to identify the key emerging trends and disruptive forces that will impact your organization. Your business model (innovation) should be a response to our ever evolving business environment ...
- > Download the Business Model Environment Canvas here:



**UNITE BUSINESS MODEL
ENVIRONMENT CANVAS**

OVERVIEW OF THE ENTIRE UNITE BUSINESS MODEL FRAMEWORK – which helps you understand the role of the Business Model Canvas in context



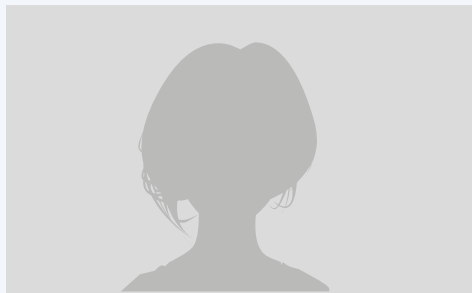
Overview

- > The UNITE Business Model Framework details out the entire Business Model into more granular tools that you can work with. If you want to deep-dive on a particular area, please download any related model by clicking on it.
- > You can access the core Business Model package here:



UNITE BUSINESS MODEL FRAMEWORK

Main authors



<<this could be you>>

Your title and job

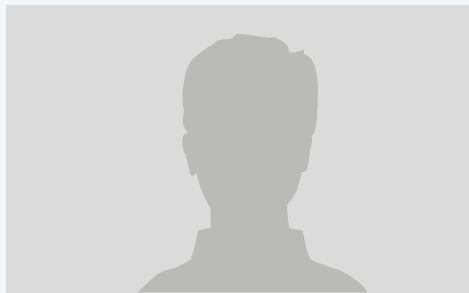
Brief experience, education, certificates etc.

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THE UNITE MODELS are the by far largest library of innovation and digital transformation models available on the market globally. They cover all important domains end2end and uniquely – they are deeply integrated. Please be invited to leverage them in your organization. **Let's UNITE and create a world worth living in !**



**THE BOOK ABOUT HOW
TO CREATE INNOVATION**

HOW TO CREATE INNOVATION is a practical, comprehensive, OpenSource guide for successful innovation and digital transformation. The UNITE initiative and movement, supported by a global team of industry leaders and innovation researchers, aims to spark a revolution in global innovation and transformation.

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Discover our Digital Transformation Practice

Digital transformation is an art few manage well



Digital transformation is often much more complex than we think. You often touch one element to find out that it has systemic impacts on all other areas.

In addition, we find strategies to be stuck too often in silos. Rather than focusing on one bit, we bridge the silos, develop a vision everybody will buy into, and create a unifying strategy and roadmap for getting there, including realigning the value-, service-, experience- and operating model.



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Take control of your game!
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assessment call with our team!

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Do you want to share your knowledge as well?

Share my knowledge with the world!