

PESTEL Analysis

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Parlay

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Why did we create this guide?

World issues are complicated. To understand these big issues, it helps to look at them from different angles. Imagine these big problems are machines with many moving parts. This guide provides six different perspectives you can use to see each part, and how they work together.

Your Goal:

Learn how to understand complicated questions and problems from these six different perspectives.

Use this guide to pick a starting point for your research and analysis.

Political
Economic
Social
Technological
Environmental
Legal

Political

- Is the government playing a role in this situation?
- Who are the key people in government? What are their goals?
- Are there multiple governments involved? Do they want different things?

Economic

- What economic situation is causing or contributing to this problem?
- Is the economic situation local or international? What are the effects?

Social

- Are there social factors (religion, culture, gender, age, etc.) that play a role?
- Are there any recent events that have affected the population?

Technological

- How does technology affect this situation?
- Are there any new technologies helping us solve this problem?

Environmental

- Does geography or the natural environment play a role?
- Is this issue affected by climate change or other human activity?

Legal

- Are there any existing laws or regulations that play a role?
- Is this problem a question of human rights?



What is the point of using PESTEL?

Complex problems usually require complex solutions. That's why it's so important to understand issues from different perspectives. When we do, we can work together to create the best solution.

Do I have to follow this framework?

Of course not! These six factors are not the only ones we can consider when trying to understand a big question or problem.

Can you think of any other factors or perspectives we should consider when trying to understand big problems in the world?



Woohoo!

Now you know the basics of the PESTEL framework.

Don't forget to try this simple technique in your next Parlay RoundTable!