

© Herrmann + Starke, 2018. This work is licensed under the Creative Commons Attribution - NonCommercial - No Derivatives 4.0 License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-nd/4.0>. Simply put, you may share this information but you may not change it or sell it. You must also distribute our copyright notice (the first 2 sentences of this paragraph) with the materials and cite 2goodthings.com as the source of the information. We appreciate your understanding of the effort required to produce this intellectual property and our need to protect it.

## The PEST Guide:

### General Guidelines

Figuring out what you really want is critical. Once you've got that information, though, you have to put it into the context of the external and internal environments in which you're operating. A PEST analysis (Political, Environment, Social & Technological Trends) can help you contextualize your plans.

You can find all kinds of worksheets and explanations for PEST Analyses by doing a quick Internet search. The following provides a list of the factors I consider when conducting a PEST for my business.

### The PEST Factors

To conduct a Political/Economic/Social/Technological analysis, you'll examine the environment that you're working within based on the following criteria:

#### **Political:**

- Ecological/Environmental Issues
- Current Legislation within Domestic Market
- Future Legislation within Domestic Market
- Current/Future Legislation within International Market as appropriate
- Regulatory Bodies and Processes
- Tax Policies
- Employment Laws
- Political Stability
- Safety Regulations

#### **Economic**

- Domestic Economy Current Situation
- Domestic Economy Trends
- International Economic Trends
- Market and Trade Cycles
- Inflation Rates
- Consumer Confidence
- Specific Industry Trends

## **Social**

- Lifestyle Trends
- Demographics
- Consumer Attitudes and Opinions
- Media Views
- Branding
- Consumer Buying Patterns
- Population Age & Ethnicity Distribution
- Education

## **Technological**

- Current Technologies
- Technological Trends
- New Inventions
- Changes in How People Use Technology
- Maturity of Current Technologies
- Life cycle of Technology / Technological Obsolescence

As you look at these areas, describe the current state of affairs and try to identify any emerging trends. Look for opportunities as well as threats. Examine your goals and figure out how you can use your understanding of the PEST factors to strategize more effectively.