**PESTLE Analysis**

1. **What is a PESTLE Analysis?**

A PESTLE Analysis is a simple and widely used tool that helps you to assess the **P**olitical, **E**conomic, **S**ocial, **T**echnological, **L**egal and **E**nvironmental changes in your environment. This helps you to understand the changes that your Member Association is exposed to, and, from this, take advantage of the opportunities that they present.

1. **How to undertake a PESTLE Analysis**

Follow these steps to analyze your environment, and the opportunities and threats it presents.

**2.1 Political factors to consider**

* when is your country's next local, state, or national election? How could this change government or regional policy?
* who are the most likely contenders for power? What are their views on policies that could affect your Member Association?
* are there any other political factors that are likely to change?
* how does government approach corporate policy, corporate social responsibility, environmental issues, and customer protection legislation? What impact does this have, and is it likely to change?

**2.2 Economic factors to consider**

* how stable is your current economy: is it growing, stagnating, or declining?
* are key exchange rates stable, or do they tend to vary significantly?
* are levels of income rising or falling? Is this likely to change in the next few years?
* what is the unemployment rate? Will it be easy to build a skilled workforce, or will it be expensive to hire skilled labour?
* does your Member Association have easy access to credit? If not, how will this affect you?
* how is globalization affecting the economic environment?
* are there any other economic factors that you should consider?

**2.3 Social factors to consider**

* what is the population's growth rate and age profile? Is this likely to change?
* are generational shifts in attitude likely to affect what your Member Association is doing?
* what are your society's levels of health, education, and social mobility? How are these changing, and what impact do they have?
* what social attitudes and social taboos could affect your Member Association? Have there been recent socio-cultural changes that might affect this?
* how do religious beliefs and lifestyle choices affect the population?
* are any other socio-cultural factors likely to drive change for your Member Association?

**2.4 Technological Factors to Consider**

* are there any new technologies that your Member Association could be using?
* are there any new technologies on the horizon that could radically affect your work?
* do your competitors have access to new technologies that could redefine their products?
* in which areas do governments and educational institutions focus their research? Is there anything you can do to take advantage of this?
* are there existing technological hubs that you could work with or learn from?
* are there any other technological factors that you should consider?

**2.5 Legal factors to consider**

* how well developed are property rights and the rule of law, and how widespread are corruption and organized crime? Are these situations likely to change, and how is this likely to affect you?
* could any pending legislation or taxation changes affect your Member Association, either positively or negatively?
* how will business regulation, along with any planned changes to it, affect your Member Association? Is there a trend towards regulation or deregulation?
* what is the likely timescale of proposed legislative changes?

**2.6 Environmental factors to consider**

* is there growing awareness of environmental issues?
* how could these issues affect your Member Association?
* are there environmental issues that could help your Member Association’s work?