

This Project has been funded with support from the European Commission. The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



PESTLE Analysis

Worksheet Environmental Factors

Which environmental aspects do I need to bear in mind for my business?

Please bear in mind that there are mutual dependencies between the individual factors. A change in one area, e.g. in the area of political factors, can lead to new parameters in other areas, e.g. economic factors.

- 1. List the external environmental factors for your company.
- 2. Investigate and document the most important impacts of each factor on your company. Please take both positive and negative impacts into account when doing this.
- 3. Evaluate the importance of the impacts of each key factor on your company with a scale from 1 to 5 (1 point = insignificant, 5 points = critical).
- 4. Evaluate the likelihood of the impacts of each key factor occurring in your company with a scale from 1 to 5 (1 point = unrealistic, 5 points = certain).
- 5. Multiply the score for 'importance' with the score for 'likelihood of occurring' for each factor and enter the result under 'overall evaluation'.

External environmental	Impact on our company	Importance	Likelihood of	Overall
factors			the impact	evaluation
			occurring	
Factor 1	Impact 1	Choose one	Choose one	
		option.	option.	

