

Activity 1: Use the PESTEL Model.

1.

Use post-it notes for this activity. With one per post-it, capture as many ideas about changes or trends in the external environment.

2.

Consider how each might translate into possible opportunities for you.

P

**POLITICAL
FORCES**

How are political forces changing the landscape for your community, industry, or organization? How are they affecting others?

E

**ECONOMIC
FORCES**

What trends are dominating local, national, and world economics? What values are upholding the trends? What effects are they having?

S

**SOCIAL
FORCES**

What is happening culturally? How are current events affecting your communities? How are they affecting others?

T

**TECHNOLOGICAL
FORCES**

What new tech is developing? What changes might result? How is machine learning affecting different people and sectors?

E

**ENVIRONMENTAL
FORCES**

How is our natural environment changing? How are the changes affecting different people and sectors?

L

**LEGISLATIVE
FORCES**

What new laws offer or limit opportunity? What new laws are impacting groups?