

PESTEL analysis

Political

What political factors influence your organisation?

Think about government policy, expected changes, political support.

Environmental

What environmental factors influence your organisation?

Think about energy consumption, current environmental practices, recycling, sustainability.

Social

What social factors influence your organisation?

Think about how audiences communicate with your organisation, audience attitudes, lifestyles and media usage.

Technological

What technological factors influence your organisation?

Think about the ways in which audiences make purchases, relationships with technology, the sector demand for technological innovation.

Legal

What legal factors influence your organisation?

Think about changes to the law, post-Brexit changes, health and safety.

Economic

What economic factors influence your organisation?

Think about disposable income, new and existing funding streams, current economic situation.

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