

# PESTEL ANALYSIS WORKSHEET

TEAM: \_\_\_\_\_

Forces	Threat or Opportunity?	Importance	Urgency	Building Blocks Impacted
<i>Trend #1</i> <i>(from list in SP2)</i>	<i>T or O</i>	<i>1 (Low) – 5 (High)</i>	<i>1 (Low) – 5 (High)</i>	<i>Building Block</i> <i>(KR, KP, KA, etc.)</i>
<i>Trend #2</i>				
<i>Trend #3</i>				
<i>Trend #n</i>				
Others?				