

PESTLE

Business & Management

Scanning the macro-environment across six dimensions.

External factors outside any single firm's control.

Factor	Covers
Political	Stability, trade policy, government spending
Economic	Growth, rates, inflation, exchange rates
Social	Demographics, attitudes, lifestyle
Technological	Innovation, automation, R&D
Legal	Regulation, employment, competition law
Environmental	Climate, resources, sustainability rules

Legal and political overlap; the split is deliberate. Political is what governments might do, legal is what is already binding.