

PEST Drivers



Jot your ideas on drivers for your organisation down in the PEST template below.

Think about how your organisation is affected by things that happen regionally and locally, as well as nationally. Where are the important decisions made? What are the local trends? What are local policy-makers and decision-makers doing and planning to do? What is happening globally might also be important to some organisations.

Political	Economic
Social	Technological

Once you have jotted your ideas down, why not consult some colleagues to get a really good list of relevant drivers?

This tool was downloaded from www.3s4.org.uk