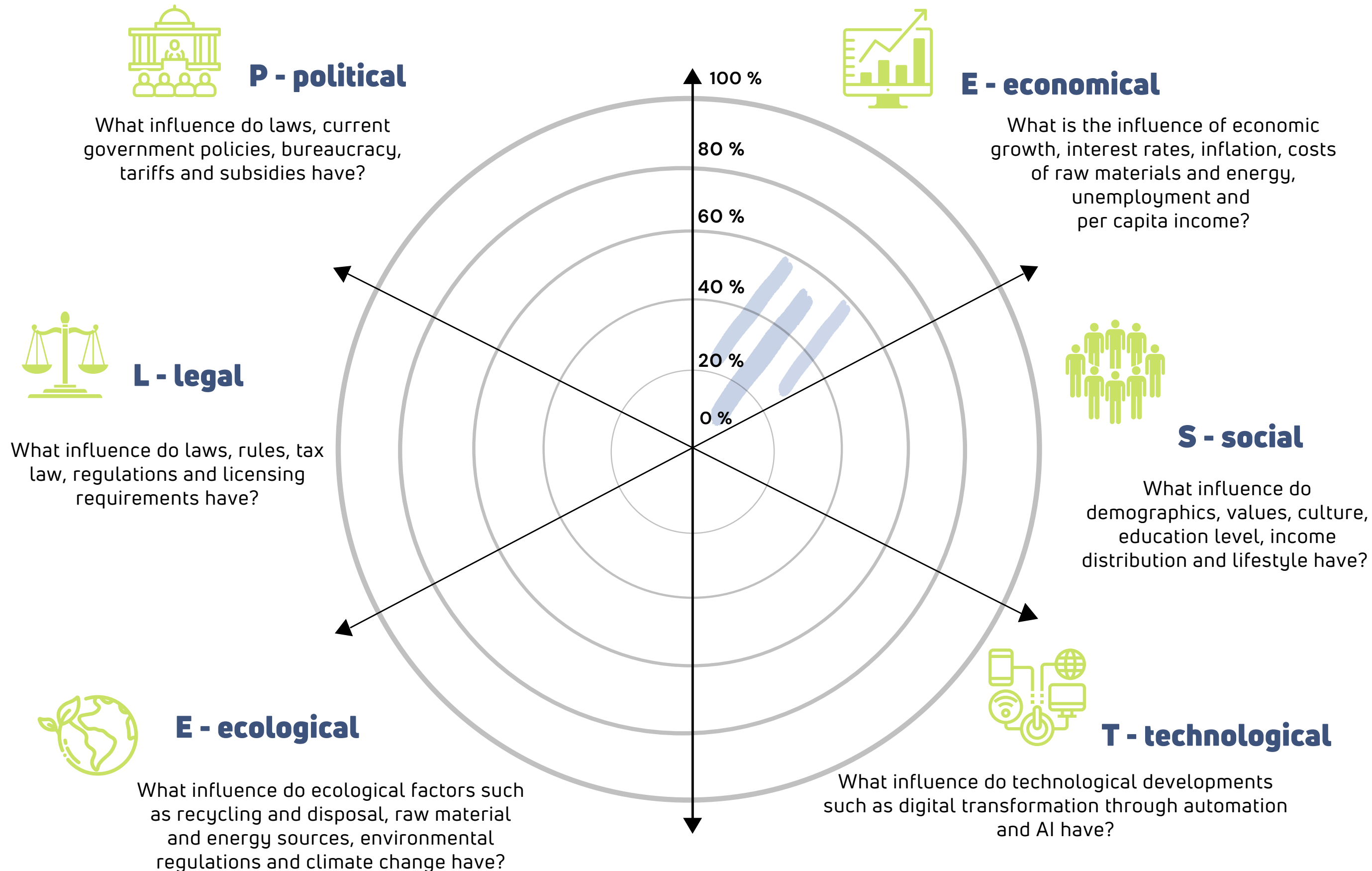


PESTEL analysis: where do we stand as an sector and company?



With the help of the **PESTEL analysis**, external factors influencing a company can be identified and evaluated. The result is a systematic description of the market from which strategic decisions for the company and its personnel can be derived.

1 Please fill in the profile.

Company Name:
Sector:
Employees: of which trainees:
Average age:

2 How would you rate your company?

1. For each field, estimate how high your agreement is from the company's point of view (0 - 100%) and collect numbers, data, facts that support this result.
2. Colour in the area in between so that a picture emerges.

3 Evaluate the results together and try to find ideas and solutions for your company and your human resource development.