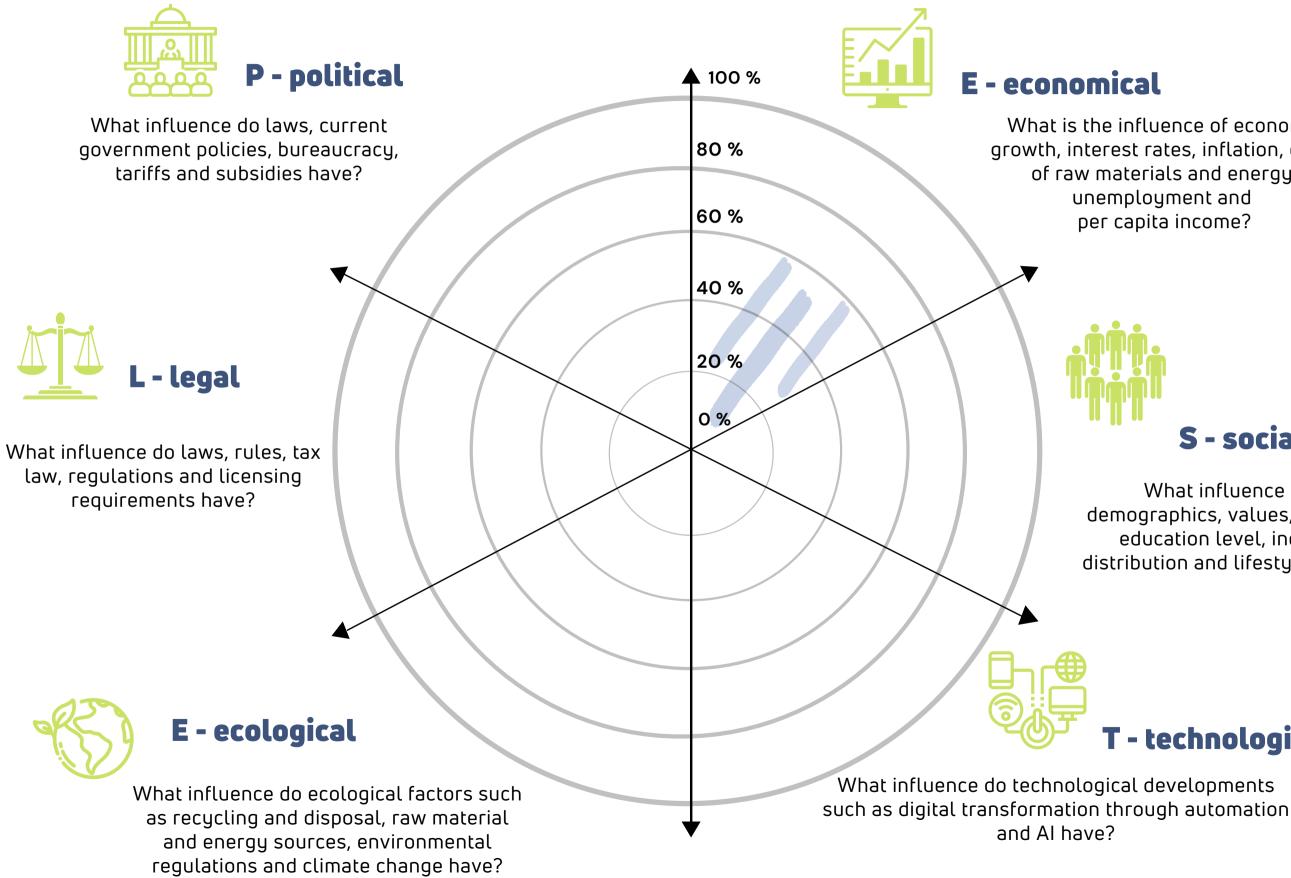
# **PESTEL** analysis: where do we stand as an sector and company?



What is the influence of economic growth, interest rates, inflation, costs of raw materials and energy,

S - social

What influence do demographics, values, culture, education level, income distribution and lifestyle have? With the help of the **PESTEL analysis**, external factors influencing a company can be identified and evaluated. The result is a sustematic description of the market from which strategic decisions for the company and its personnel can be derived.

### 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.

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

## T - technological

## BECOMING

3



Co-funded by the Erasmus+ Programme of the European Union