FUEL4DESIGN

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FUTURES DESIGN TOOLKIT

02 | FRAMING SIGNALS

TIPS AND INSTRUCTIONS

PESTLE

PESTLE analysis is used to identify the political, economic, social, technological, environmental and legal drivers shaping the future around a particular topic.

Use this method to organize and map the gathered information in the Horizon scanning phase.

01 Give yourself sometime to read and interpret the clusters made in the Horizon Scanning exercise.

02 From the clusters you've created, segment the gathered trends, concepts, drivers in the PESTLE template

03 Focus on events and drivers that are impacting the future of the investigated topic in each category.

04 Give yourself sometime to discuss and share concepts and ideas in the brainstorming sessions.

05 In each section, have another layer of order in terms of urgency, priority or relevance. This would make it easier to narrow down your focus in the next stages

PESTLE ANALYSIS

POLITICAL	ECONOMIC	SOCIAL	TECHNOLOGICAL	LEGAL	ENVIRONMENTAL

TIP
Always use **one** post-it note for each idea, so that you can manage and organize ideas easily .

(*)PESTLE is a deviation from the PEST Analysis created by Francis Aguilar (1967) in Scanning the Business Environment, Macmillan; 1st THUS edition