

PESTLE ANALYSIS

Original Design Iceberg companion. Define the situation and keep evidence separate from assumptions. Add a sheet when the scope needs more space.

01 / POLITICAL

Dated condition, source and decision implication.

02 / ECONOMIC

Cost or resource condition and affected people.

03 / SOCIAL

Practices, access and group differences with evidence.

04 / TECHNOLOGICAL

Capability and infrastructure dependency.

05 / LEGAL

Verified condition or proposal, jurisdiction and open questions.

06 / ENVIRONMENTAL

Physical or resource pressure and its mechanism.

REVIEW & DECISION

Original Design Iceberg companion. Interpret the work, record its limits and agree a next action with an owner and a review point.

01 / SCOPE

Decision, geography and horizon.

02 / DEPENDENCIES

Entries sharing an underlying mechanism.

03 / UNCERTAINTY

Observed, proposed, forecast or unknown.

04 / CONSEQUENCE

Who is affected and what could change?

05 / MONITORING

Source, owner and revisit trigger.

06 / NEXT ACTION

Investigation needed before commitment.