

Tool 4 – Political, economical, sociological and technical (PEST) Analysis

Why you should use this tool

A PEST analysis is a simple tool that focuses on factors external to the PCT/practice/care agency, allowing analysis of drivers that may or may not be within your organisation's control. A PEST analysis should be carried out in the context of the broader picture – the climate in which your PCT/practice/care agency operates.

When to use this tool

This planning process is adaptable for defining the PCT's, practice's or care agency's future purpose – in this instance, supporting self care among patients.

What to do

There are three stages in the planning process.

Stage 1:

Using the table overleaf establish the organisation's current position.

Stage 2:

Define where the organisation wants to be in 1–3 years time.

Stage 3:

Map the gap by identifying what you need to do to get there.

Time: approximately 2 hours to allow input from all relevant parties.



How it works

The planning process must start with an assessment of where your PCT/practice/care agency is currently in relation to supporting self care; what influences it and what factors affect it. The PEST analysis should reflect the perspectives and issues of other healthcare providers, patient groups and the target population, as well as the current local situation (politically). It should draw on profiles, audits and surveys that are relevant.

The PEST analysis can then be used to look at where the organisation wants to be in 1–3 years time. Once this has been established, you can see the gap between 'now' and the future, which will enable you to look at what needs to be done.

What to do next

Write up the PEST analysis and the preliminary conclusions reached along with any action plan generated. Act as a link between completion of the PEST analysis and evolution of the action plan. Ensure the action plan is achievable – and help to take it forward across the PCT/practice/care agency and with external stakeholders according to the purpose. The actions and responsibilities can be defined by utilising the [roles and responsibilities checklist](#).

For more information on this tool, please click on [Tool 4](#).



Working in Partnership
Programme

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self care • •
...because health matters •

PEST analysis

Political	Economic
Sociological	Technical