**[A picture containing text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11598&utm_source=integrated-content&utm_campaign=/content/pest-analysis-template&utm_medium=Basic+PEST+Matrix+doc+11598&lpa=Basic+PEST+Matrix+doc+11598)BASIC PEST MATRIX TEMPLATE**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **P** | POLITICAL | |  | | **E** | | ECONOMIC | |
|  | LIST OF POLITICAL TRENDS / TOPICS | IMPACT |  |  | | LIST OF ECONOMIC TRENDS / TOPICS | | IMPACT |
| 1 | List trend or topic | High |  | 1 | | List trend or topic | | Low |
| 2 | List trend or topic | Medium |  | 2 | | List trend or topic | | Medium |
| 3 | List trend or topic | Low |  | 3 | | List trend or topic | | Medium |
| 4 | List trend or topic | High |  | 4 | | List trend or topic | | High |
| 5 | List trend or topic | Low |  | 5 | | List trend or topic | | High |
| 6 |  | Medium |  | 6 | |  | | Low |
| 7 |  | Medium |  | 7 | |  | | Low |
| 8 |  | High |  | 8 | |  | | High |
| 9 |  | High |  | 9 | |  | | High |
| 10 |  | High |  | 10 | |  | | High |
| 11 |  | High |  | 11 | |  | | High |
| 12 |  | High |  | 12 | |  | | High |
| 13 |  | High |  | 13 | |  | | High |
| 14 |  | High |  | 14 | |  | | High |
| 15 |  | High |  | 15 | |  | | High |
| 16 |  | High |  | 16 | |  | | High |
| 17 |  | High |  | 17 | |  | | High |
| 18 |  | High |  | 18 | |  | | High |
| 19 |  | High |  | 19 | |  | | High |
| 20 |  | High |  | 20 | |  | | High |
|  |  |  |  |  | |  | |  |
| **S** | SOCIAL | |  | | **T** | | TECHNOLOGICAL | |
|  | LIST OF SOCIAL TRENDS / TOPICS | IMPACT |  |  | | LIST OF TECHNOLOGICAL TRENDS / TOPICS | | IMPACT |
| 1 | List trend or topic | High |  | 1 | | List trend or topic | | High |
| 2 | List trend or topic | High |  | 2 | | List trend or topic | | High |
| 3 | List trend or topic | High |  | 3 | | List trend or topic | | High |
| 4 | List trend or topic | High |  | 4 | | List trend or topic | | High |
| 5 | List trend or topic | High |  | 5 | | List trend or topic | | High |
| 6 |  | High |  | 6 | |  | | High |
| 7 |  | High |  | 7 | |  | | High |
| 8 |  | High |  | 8 | |  | | High |
| 9 |  | High |  | 9 | |  | | High |
| 10 |  | High |  | 10 | |  | | High |
| 11 |  | High |  | 11 | |  | | High |
| 12 |  | High |  | 12 | |  | | High |
| 13 |  | High |  | 13 | |  | | High |
| 14 |  | High |  | 14 | |  | | High |
| 15 |  | High |  | 15 | |  | | High |
| 16 |  | High |  | 16 | |  | | High |
| 17 |  | High |  | 17 | |  | | High |
| 18 |  | High |  | 18 | |  | | High |
| 19 |  | High |  | 19 | |  | | High |
| 20 |  | High |  | 20 | |  | | High |

|  |
| --- |
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