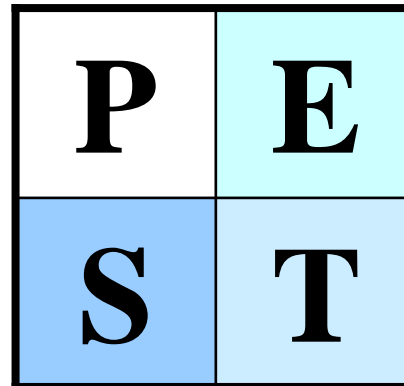


Continuous Improvement Toolkit

PEST Analysis



Managing Risk

PDPC
FMEA RAID Logs
Fault Tree Analysis
Risk Assessment*
Traffic Light Assessment

Deciding & Selecting

Pros and Cons
Break-even Analysis
Force Field Analysis
Decision Tree
QFD
Kano Analysis
Critical-to Tree
Cause & Effect Matrix
Confidence Intervals
Probability Distributions
Graphical Analysis
Run Charts
Control Charts
Sampling
Brainstorming
Nominal Group Technique
Affinity Diagram
Lateral Thinking

Planning & Project Management*

Importance-Urgency Mapping
Cost -Benefit Analysis
Voting
TPN Analysis
Prioritization Matrix
Paired Comparison
Pareto Analysis
ANOVA
Hypothesis Testing
Scatter Plot
Correlation
5 Whys
Fishbone Diagram
Analogy
SCAMPER***
Mind Mapping*
Attribute Analysis
Visioning

PEST

RACI Matrix
Stakeholders Analysis
Activity Diagram
PERT/CPM
Roadmaps
Project Charter
Gantt Chart
PDCA
Control Planning
Gap Analysis
Hoshin Kanri
Kaizen
How-How Diagram
Tree Diagram**
Standard work
Simulation
TPM

Understanding Performance

Benchmarking
Focus groups
Photography
Measles Charts
Data Collection
Critical Incident Technique
Observations

Understanding Cause & Effect

Regression
Multi-Vari Charts
Relations Mapping*
TRIZ***

Identifying & Implementing Solutions***

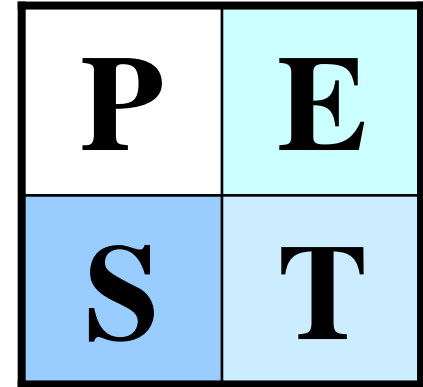
Mistake Proofing
Pull Systems
JIT
Ergonomics
Work Balancing
Automation
Bottleneck Analysis
Visual Management
Flow
Value Analysis
5S
Wastes Analysis
SMED
Time Value Map
Process Redesign
IDEF0
Value Stream Mapping
SIPOC
Flow Process Chart
Process Mapping
Flowcharting
Service Blueprints
Designing & Analyzing Processes

Creating Ideas**

- PEST Analysis

PEST Analysis:

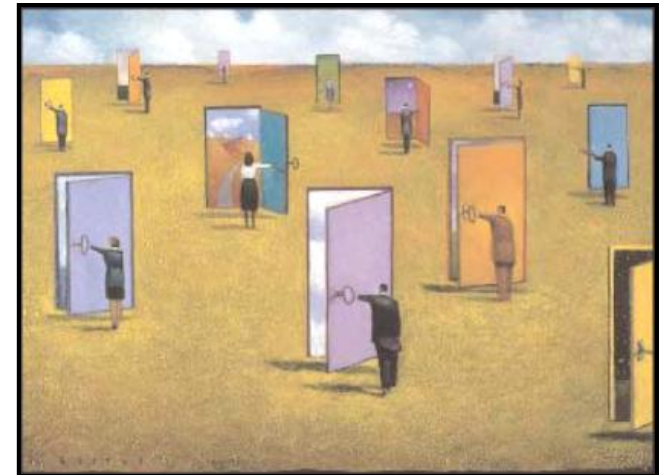
- ❑ Environment changes can create great opportunities and cause significant threats.
- ❑ PEST is a method for analyzing the macro-environment in which an organization operates.
- ❑ It is a strategic planning tool used to evaluate the impact political, economic, social, and technological factors might have on a project or a business.
- ❑ It looks at "big picture" factors that might influence a decision, a market, or a potential new business.
- ❑ PEST analysis is often linked and used with SWOT analysis.



- PEST Analysis

Opportunities and Threats:

- ❑ Opportunities may come from new technologies that help you reach new customers.
- ❑ Opportunities may come new funding streams that allow you to invest in better equipment.
- ❑ Threats may include exposes you to intensified competition, a shrinking market or increases to interest rates.



- PEST Analysis

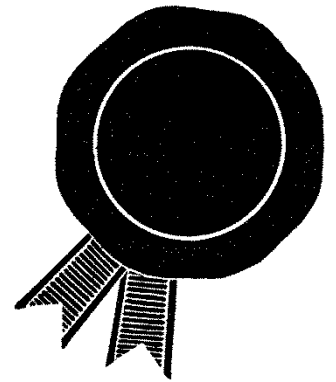
PEST Factors:

Political	Economic	Social	Technological
Political stability	Interest rates	Demographics	Automation
Labor laws	Exchange rates	Lifestyle trends	Licensing
Trade restrictions	Inflation rates	Ethical factors	R & D funding
Tariffs	Economic growth	Health & safety	Technology incentives
Tax Policy	Seasonality issues	Customer buying patterns	Manufacturing maturity

- PEST Analysis

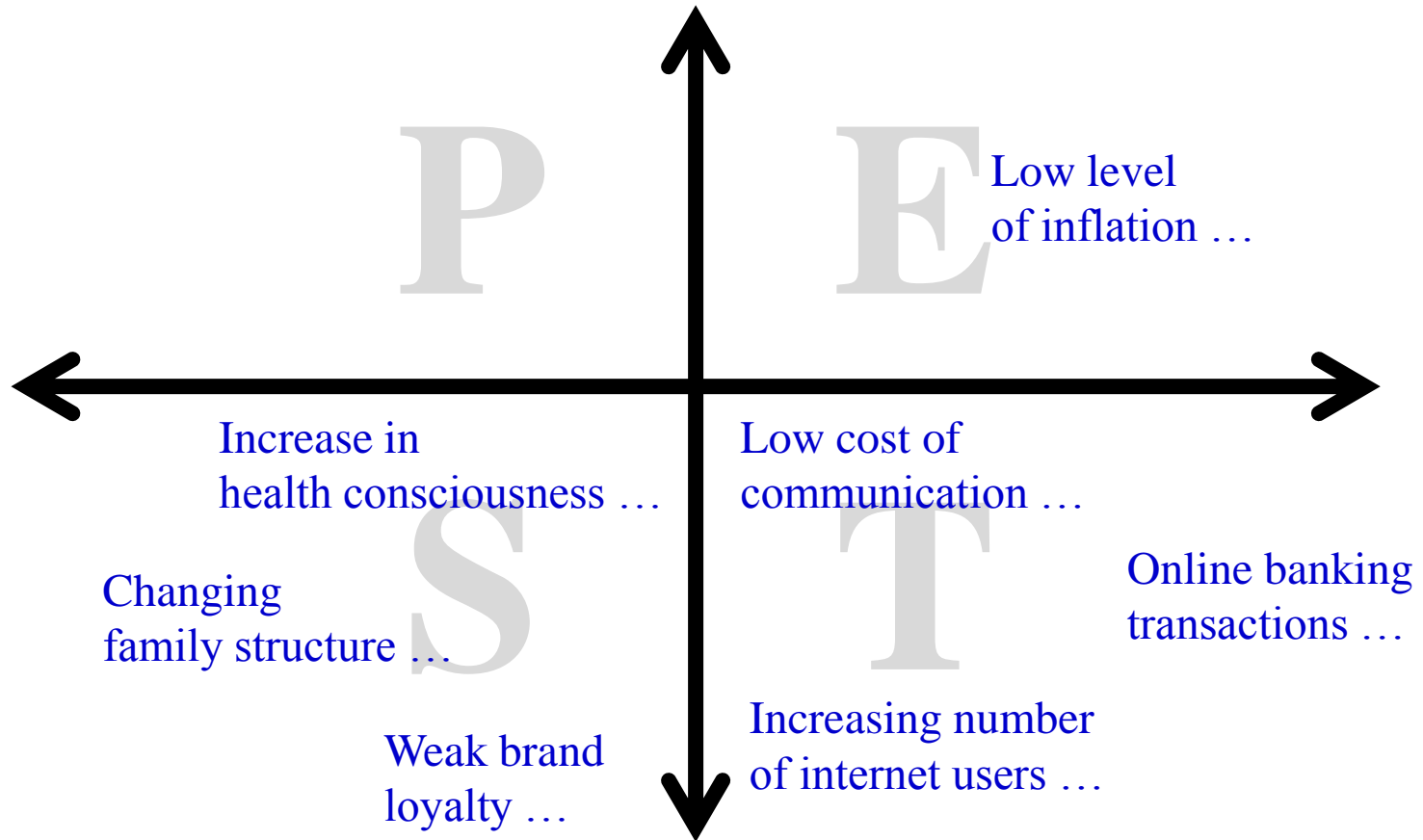
Benefits:

- ❑ Provides an understanding of the wider business environment.
- ❑ It reveals the direction of change within your business environment.
- ❑ Encourages the development of strategic thinking.
- ❑ Raises awareness of threats to a project or a business.
- ❑ Helps avoid starting projects that are likely to fail, for reasons beyond your control.
- ❑ Helps an organization to anticipate future difficulties and take action to avoid or reduce their effect.
- ❑ Helps an organization to spot opportunities and exploit them.



- PEST Analysis

Example:



- PEST Analysis

Expanding the Analysis STEEPLED Adds:

Legal	Environmental	Demographic	Ethical
Employment laws	Air quality	Integration of minorities	Business ethics
Consumer protection	Climate change	Ethnic ratio	Freedom of information
Health and safety laws	Waste disposal and recycling	Living standards	Bribery
Discrimination laws	Sustainable energy	Religious makeup	Contract agreements
Privacy laws	Natural resources	Income distribution	