



**Activity:** Consider some recent changes in strategic direction by large organisations. Frame your thinking against the PESTLE model. What has been the impact of those changes for smaller organisations in terms of opportunities and/or threats? Use the following table below to capture your thoughts:

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| **‘PESTLE’****Framework Element** | **Strategic Change** | **Threats / Opportunities** |
| Political |  |  |
| Economic |  |  |
| Sociological |  |  |
| Technological |  |  |
| Legal |  |  |
| Environmental |  |  |