PEEST

- PEEST is an analytical tool for identifying and categorizing basic trends and information, which could influence the future.

    - Brainstorm the Political (P), Economic (E), Environmental (E), Social/Cultural (S) and Technological/Scientific (T) factors affecting your organizations ability to carry out its mandate.

P **political**	
E **Economic**	
E **Environmental**	
S **Social/cultural**	
T **Technological/ scientific**	