

Conducting a PESTLE analysis: Read background information on PESTLE analyses, conduct research on a company, create an infographic, present it.

Title of LO: Conducting a PESTLE analysis
Level: B1+
Target audience: all college level students
General goals/objectives: reading, writing, presenting
Specific goals/objectives: <ol style="list-style-type: none">1. understand the basics of a PESTLE analysis;2. develop and present an infographic of a PESTLE analysis.
Materials needed for activity: (check the following) Xinternet access Xprojector _speakers _printout XBYOD (Bring Your Own Device - smartphone, tablet) _other: _____
Time: 270 min
Overview: Read background information on PESTLE analyses, conduct research on a company, create an infographic, present it.
Activity 1 <ol style="list-style-type: none">1. Have Ss learn about a PESTLE analysis and read through the sample (see links in the activities for the background information).
Activity 2 <ol style="list-style-type: none">1. Ss conduct research for their own PESTLE analysis. It is important to help them understand what reliable sources are for this research.
Activity 3 <ol style="list-style-type: none">1. Discuss the popularity of infographics and why they are a useful way to summarise information. Perhaps do a Google search for infographics of different types.2. Ss develop an infographic (samples provided) that summarise their analysis.3. Optional: they can present the infographic to the others in class.

Supplementary materials

Related LOs

Reception / Reading	Reading for orientation	Can scan longer texts in order to locate desired information, and gather information from different parts of a text to fulfill a specific task (adapted B1+)
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Production / Speaking	Addressing audiences	Can give a prepared straightforward presentation on a familiar topic which is clear enough to be followed without difficulty most of the time, and in which the main points are explained with reasonable precision (adapted B1)
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Conducting a PESTLE analysis and developing an infographic

1. Conduct a PESTLE analysis on a company of your choice. Detailed step-by-step instructions and a worksheet download are available [here](#). Your research can be based on reliable sources such as: governmental websites, newspaper articles, market research reports, and interviews with experts. Use this [sample PESTLE analysis of TESCO](#) as a guide.
2. Present your PESTLE analysis in an [infographic](#) using a tool such as [Canva](#). Here is a [good guide](#) to follow and some [dos and donts](#). Here are some samples:
 - a. [retail & Philippines](#)
3. [Assessment criteria](#)