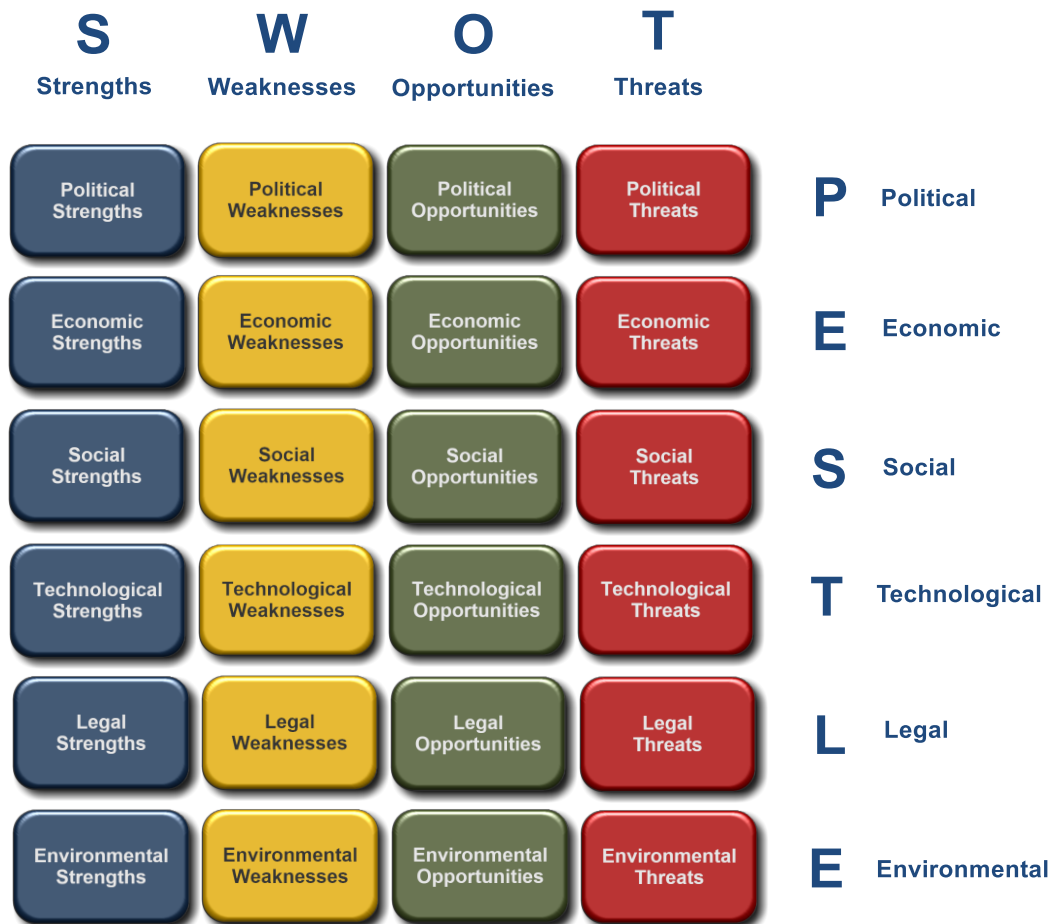


Tools for Knowledge Workers

The SWOT/PESTLE Framework



Marrying the well-known SWOT framework with the PESTLE framework provides a highly-structured and comprehensive way of examining an organization's condition, circumstances and challenges. The 24 areas resulting from this marriage are shown in the diagram above. For a hypothetical set of questions for each cell, click [here](#).

But, remember, the basic use of the matrix is to create one or more questions for each cell (you are not limited to one question per cell), the answers to which are important to your organization.

