

STEEP^V analysis.

The STEEPV analysis is a scanning tool that gives a bird's eye view over the macro-environmental factors/trends facing an organization

Environmental

How are sustainability and climate change concerns being addressed? What about localized environmental issues (pollution, energy and resource management)?

Social

What are the structural shifts in demographics and on the social tissue? How is education, culture, inequality and lifestyle indicators evolving?

Technological

What emerging technologies are shaping a new wave of products and services? How quickly are these innovations being adopted? How is the rate of R&D and technology transfer investment evolving?

Economical

How is the economy evolving (recession, up-turn, sustained growth)? Where are investments flowing to? Are markets more concentrated/fragmented? What about employment, interest and exchange rates?

Political

What is the domestic and foreign political environment like? How are rules and regulations evolving? What is the impact of non-state lobby efforts?

Values

How are preferences for leisure, consumption, social relations evolving? What is the attitude towards working-life (e.g. entrepreneurship, career progression, hierarchical structures) and wellbeing?

