

## Innovation Tool - PESTLE

Use with the full PESTLE guide: <https://pollinators.org.au/2017/04/30/pestle-innovation/>

*Suggested steps for a PESTLE innovation session with your team:*

### 1. Explain and Enrol

- a. Invite your team to a session, send them a link to this post as background
- b. Ask them to bring newspapers, magazines, keywords for online searches,
- c. Clarify the focus for the session - a product, a service, your whole venture?

### 2. Setup and Host

- d. Have a suitable room, scissors, post-it notes, whiteboard or flipchart, camera,
- e. Brief the team on innovation, PESTLE, process, focus, desired outcomes,
- f. Write each of P-E-S-T-L-E as headings on a flipcharts or whiteboard

### 3. Scan and select

- g. Set a timeframe for the team and stick to it
- h. Scan the information, selecting trends or ideas and adding them under the relevant category
- i. As ideas prompted by the trends come up, write them on post-it notes and stick them up

### 4. Group and prioritise

- j. Stop the timer and invite everyone to look across all the ideas and ensure each is understood or explained,
- k. As you talk, group them
- l. Add any new ideas that come up

### 5. Summarise and Share

- m. Decide as a team (e.g. vote) on the most important or relevant ideas or trends
- n. Create a neat shareable summary - photo or document - of those ideas,
- o. Request volunteers to lead progression of each idea.

### 6. Investigate, iterate and implement

- p. Share the results with your wider team,
- q. Take the ideas through the next stages: investigating, iterating, implementing.