



Better World Strategy

Environmental Scan Template (SWOT & PESTEL Analysis)

This template is intended for print to facilitate use by your strategy team.



This template is designed to help mission-driven organizations step back, reflect, and build a clear, practical strategy. Templates are useful tools for understanding your environment, clarifying your purpose, and shaping the choices that guide your work.

Templates such as this one can spark meaningful conversations about where you are today and where you want to go next. Used collaboratively, they support the creation of a comprehensive organizational strategy that brings clarity, alignment, and momentum to your team.

💡 While templates are helpful on their own, they work best with thoughtful facilitation and an experienced partner who can help you navigate the process, ask the right questions, and turn insights into action. If you'd like guidance or want to explore a full strategy engagement, reach out at betterworldstrategy.com.

Better World Strategy is here to help you build a strategy your team understands, believes in, and can use every day.

Contents

SWOT Analysis Template.....	2
PESTEL Analysis Template.....	3

SWOT Analysis Template

Strengths

-
-
-
-
-
-
-

Opportunities

-
-
-
-
-
-
-

Weaknesses

-
-
-
-
-
-
-

Threats

-
-
-
-
-
-
-

PESTEL Analysis Template

	Insights	Researched by	Source(s)
Political			
Economic			
Social			
Technological			
Environmental			
Legal			