



**33<sup>rd</sup>** Annual **INCOSE**  
international symposium

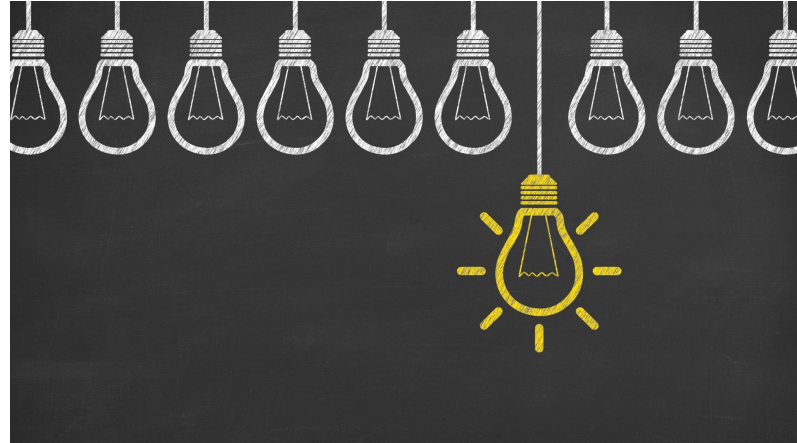
hybrid event

Honolulu, HI, USA  
July 15 - 20, 2023



# Understanding the “Sales” Environment with PESTLE analysis

New ideas



**FASTER**



**PRETTIER**

**CHEAPER**

**BETTER**

**LIGHTER**

**EASIER**

**STRONGER**

New ideas

**FASTER**



**PRETTIER**

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**HAPPIER**

**LIGHTER**

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New ideas





Understanding  
the audience

Identifying  
Wants & Needs

# BUT IS THIS ENOUGH?



Gather Marketeers and other  
'experts'



Infuse our  
"capabilities"

Reliability  
Sustainability  
Manufacturability/Constructability  
Serviceability/Maintainability



Apply our tools

Finite Element Analysis  
Quality Function Deployment  
Failure Mode Effects Analysis

# Understanding the Environment

P

Political

E

Economic

S

Social

T

Technological

L

Legal

E

Environmental



# Which sales pitch may be more effective?

- The fastest mode of transportation between two major cities
- Competitively priced against alternative modes
- Safe, healthy, comfortable
- A response to the growing demand for efficient and effective public transportation
- The creation of thousands of jobs across the country in all types of communities
- Increased potential for human connectedness and communication
- Revolutionary transportation mode with low maintenance requirements
- Satisfies National Transportation Policies
- No fossil fuel usage



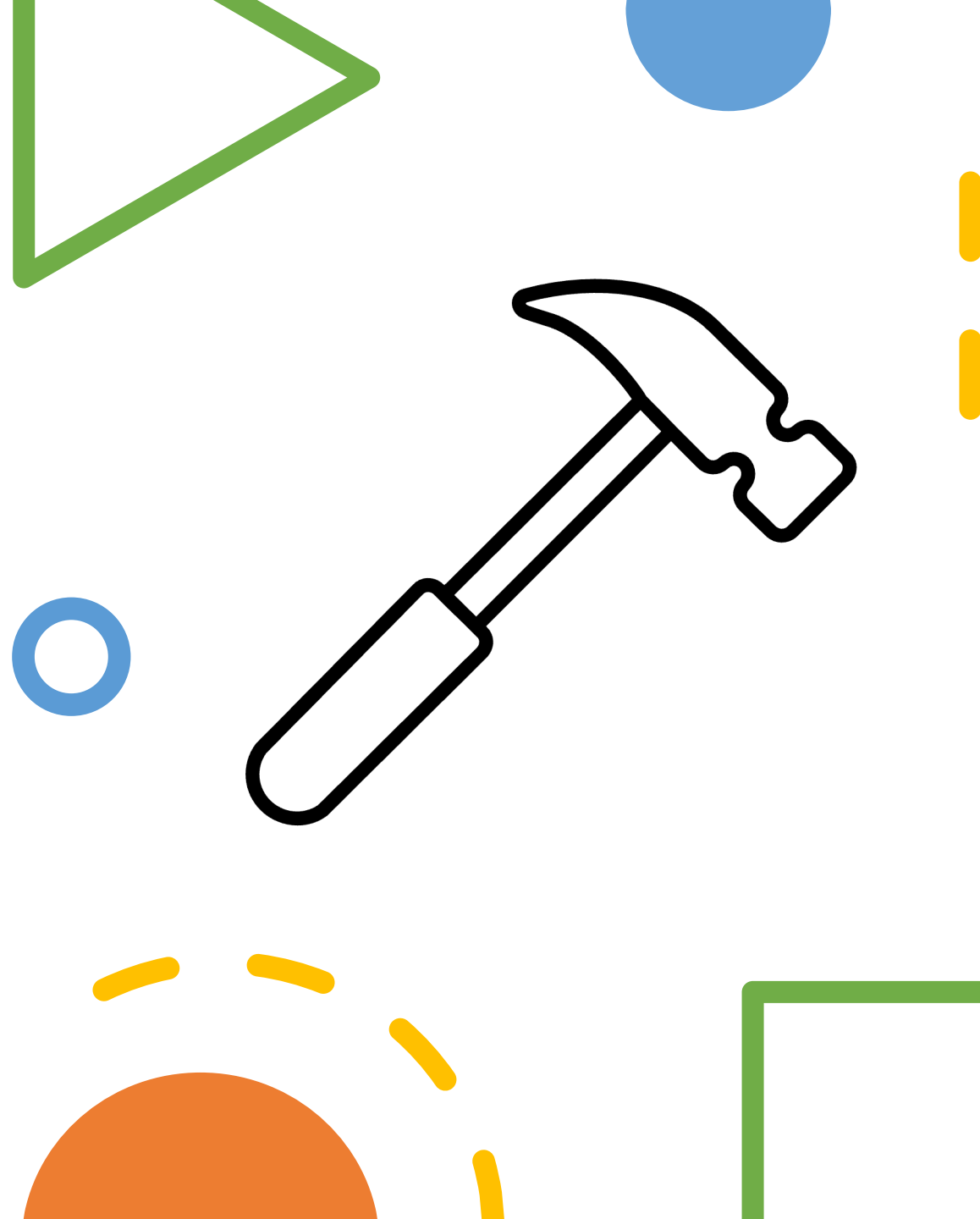
# PESTLE applied

P	Political	→
E	Economic	→
S	Social	→
T	Technological	→
L	Legal	→
E	Environmental	→

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# Take Aways

- PESTLE is a tool:
  - An organized approach for gathering data and information about the “sales” environment for an organization, a program, or a project – an idea!
  - A systematic way of identifying external stakeholders who can influence or are impacted by the outcomes of decisions
  - Useful for developing long-term, sustainable solutions



# Call to Action

What if we could simulate our decision making around the PESTLE model?

