"We Seek The Truth"

ENVIRONMENTAL SCANNING

Objectives

1. Introduce environmental scanning as one of the planning tools for the PNP P.A.T.R.O.L. PLAN 2030;

2. Learn how to conduct environmental scan; and

3. Learn how to apply the result of environmental scanning in the formulation of objectives and in the identification of initiatives.

What is Environmental Scanning?

☐ The process of collecting, analyzing and distributing information for tactical and strategic purposes.

☐ The study and interpretation of the political, economic, social, technological, environmental/

☐ ecological, legal trends and events which influence an organization, a business, an industry or even the total market.

PESTEL Analysis

- **Political**
- **Economical**
- **Socio-cultural**
- **Technological**
- **Environmental/Ecological**
- **Legal**

PESTEL Analysis

Political

- **Stability of the Government**
- **Election Period(PAGs, Vote Buying,etc.)**
- **Passage of Special Laws**
- **Taxation Policy**
- **Trade Regulations**
- **Unemployment, etc.**

PESTEL Analysis

Economic

- **Employment/Unemployment**
- **Inflation Rate**
- **Growth in spending power**
- **Rate of people in pensionable age**
- **Recession or boom**
- **Price increase of basic commodities, etc.**

PESTEL Analysis

Socio-cultural

- Expectation from the community, etc.

DEMOGRAPHICS:

- Age distribution
- Education levels
- Income levels
- Consumerism
- Diet and nutrition
- Population growth
- Life expectancies
- Religion
- Social class

PESTEL Analysis

Technological

- **Social Media (Twitter, Facebook, Instagram)**
- **Internet**
- **E-commerce**
- **Anti-Cyber Crime Law, etc.**

PESTEL Analysis

Environmental/Ecological

- **Waste disposal**
- **Energy consumption**
- **Pollution monitoring**
- **Consumers' buying habits**
- **Increasing number of factories, etc.**

PESTEL Analysis

Legal

- Passage of new laws affecting Public Safety
  Services
- Labor laws
- Unemployment law
- Health and safety
- Advertising Regulations
- Election Laws, etc.
- RA 10175 Anti Cyber Crime Law

ENVIRONMENTAL SCANNING (PESTEL) MATRIX

PESTEL	Implication/s (+) or (-)		Intervention/s
	Crime Prevention	Crime Solution	
POLITICAL			
ECONOMICAL			
SOCIO-CULTURAL			
TECHNOLOGICAL			
ENVIRONMENTAL/ECOLOGICAL			
LEGAL			

ENVIRONMENTAL SCANNING (PESTEL) MATRIX

PESTEL	Implication/s (+) or (-)		Intervention/s
	Crime Prevention	Crime Solution	
POLITICAL			
1. Election			
PAGs			
Vote Buying			
Harassments			
Political killings			

How does Environmental Scanning fit in the Planning Cycle?

Environmental Scan

External Factors
- Collect
- Assess
- Identify
- Forecast

Internal Factors
- Vision
- Mission
- Values
- Institutional Climate

SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats

GAP Analysis

Given where we presently are, where should we be going?

Strategic Planning

How do we get there?

When will we get there?

Thank you and God bless us all.