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- Anticipate and Respond to Risks while addressing your Current Challenges and Opportunities -

A PESTLE Analysis is a Framework used to Evaluate and Understand the Current Environment Factors of a Business, an Organisation or a Country by breaking down these Factors into Political, Economic, Social, Technological, Environmental, and Legal factors. PESTLE Analysis can be an effective framework to use to inform Decision Making, Objective Setting, Strategic Planning and anticipating future changes that may become Risks. It complements both SWOT Analysis and Risk Analysis to strengthen Decision Making and Planning

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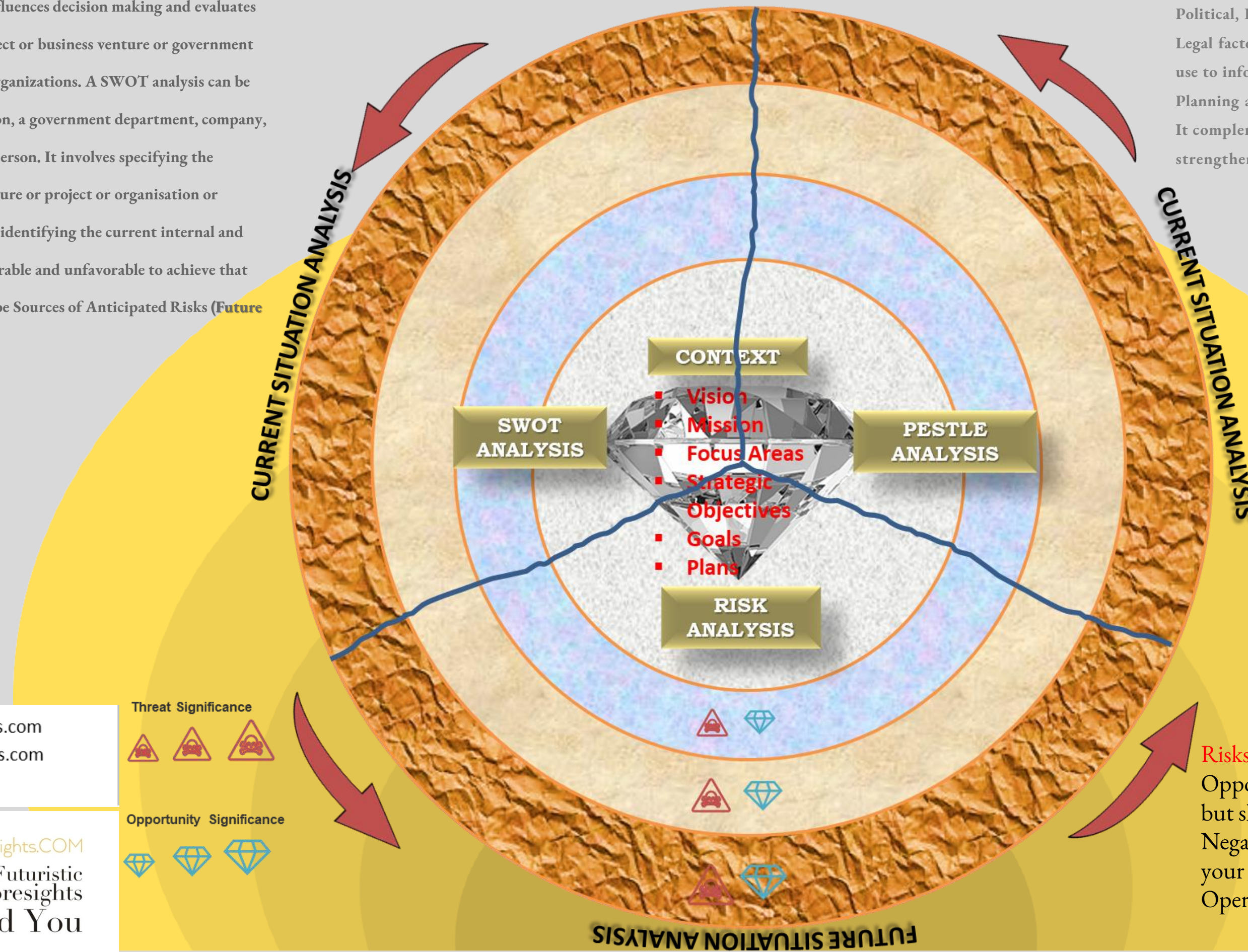
Organisations of all Types with the Capability to align Risk Identification with Strategic Planning by creating a balance between Current Situation Analysis (PESTLE & SWOT Analysis) (Risk Factors / Sources of Risk) and Future Situation Analysis (Risk Analysis) to inform Decision Making and Strategic Planning through understanding current Environment as well as the future anticipated Threat and Opportunity Events (Risks)

It further assist Organisations to differentiate between existing Strengths, Weaknesses, Opportunities and Threats with Risks which are future anticipated Threats and Opportunities, something which most Risk Professionals Struggle to Understand

PESTLE and SWOT Analysis helps you get Current Insights while Risk Analysis provides you with Foresight to inform Strategic Planning

**Risks** are anticipated uncertain future Threats and Opportunity Events that have not materialised, but should they materialise they will either have a Negative or Positive impact on the Achievement of your Personal or an Organisation's Strategic and Operational Objectives

SWOT Analysis is an acronym for strengths, weaknesses, opportunities, and threats (**Current Situation Analysis**)—and is a structured technique that influences decision making and evaluates those four elements of a project or business venture or government departments or non-profit organizations. A SWOT analysis can be carried out for an organisation, a government department, company, product, place, industry, or person. It involves specifying the objective of the business venture or project or organisation or government department and identifying the current internal and external factors that are favorable and unfavorable to achieve that objective. These Factors can be Sources of Anticipated Risks (**Future Situation Analysis**)



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