

- **Use tables.** The theory often lends itself well to tabular format. We have found that most delegates automatically write succinctly in tables as there is little space for long sections.

An example of how you could demonstrate your understanding of a PESTEL analyse and use it in the context of your company is shown below:

PESTEL factor	Generic explanation	Anticipated change	Impact on my company
Political			
Economic			
Social	Changes in society result in evolving attitudes, opinions and changing customer demands		
Technological			
Environmental			
Legal			
	In this column explain what the PESTEL factor means	In this column explain the change taking place	In this column explain the impact on your company

- **Write succinctly.** The overwhelming majority of delegates are long winded when writing their answers. If you know you are guilty of this, find a friend or colleague who writes succinctly and ask for their help. Almost certainly they will show you how to substantially reduce the overall page count. You don't need flowery language.
- **Check each paragraph.** Re-read every paragraph and assess if you can change the wording so make it more concise. You're not trying to impress an examiner with your command of the English language - you're showing that you can keep to the point.
- **Stay focused.** Ensure that you stay focused on the questions and make sure that everything you write is relevant. Avoid waffle.