



Peoples' Forum for Rebuilding Democracy (PFRD)

PARTY IDEOLOGY

© 2023

Party To Be! Change We Want!

Table of Contents

Table of Contents	2
Preamble	4
Background to the Establishment of PFRD	5
PFRD Party Ideology and Linkage with the Roles and Functions of a Political Party	6
General Party Ideology and Ideological Position	8
Main ideology of the party	8
Subsidiary ideologies	9
Centrists	10
Conservatives	10
Progressives	10
Implementation of PFRD party ideology	11
Groundwork: Building a Strong Foundation	11
Mobilization and Grassroots Engagement	11
Policy and Legislative Proposals	12
Communication and Media Engagement	12
Political Campaigning and Elections	12
Long-Term Vision and Global Engagement	13
Short-Term, Middle-Term, and Long-Term Implementation Strategies	13
Short-Term (1-2 years): Awareness & Initial Policy Change	13
Awareness Campaigns:	13
Policy Proposals	13
Party Collaboration	13
Grassroots Mobilization	14
Middle-Term (3-5 years): Institutional Change & Expansion	14
Educational Reform	14
Healthcare & Social Welfare	14



Economic Policies.....	14
International Relations	14
Long-Term (6-10 years): Societal Transformation & Global Influence	15
Sustainable Development.....	15
Judicial & Police Reforms	15
Cultural Exchange Programs	15
Research & Innovation	15
Inclusivity and Equality	15
Political Pillars	16
Economic pillar.....	16
Fiscal policy	17
Education	18
Environment, Renewable energy and fossil fuels.....	18
Trade agreements	19
Minimum wage	20
Health care	20
Social pillar	20
Equal opportunity.....	21
The Linkage of the Party Ideology and the Party's Guiding Principles, Values and Objects.....	22
PFRD Values.....	22
Guiding Principles of PFRD	22
The Linkage of the Party Ideology and the Party's name, symbol, and Slogan.....	24
Link with our name: Peoples Forum for Rebuilding Democracy	24
Link with Our Symbol and Slogan- Ball Point Pen with a sign Slogan: <i>Party to Be! Change we Want!</i>	25
Evaluation of PFRD party ideology.....	26





INTRODUCTION

Preamble

WE, MEMBERS of Peoples' Forum for Rebuilding Democracy (PFRD)

ACKNOWLEDGING the supremacy of the Constitution of the Republic of Kenya;

HONOURING those who heroically struggled to bring freedom and justice to our country;

RECOGNIZING the aspirations of all Kenyans for a government based on freedom, democracy, social justice and the rule of law;

PROUD of our ethnic, cultural and religious diversity and determined to live in peace and unity as one indivisible democratic party;

EXERCISING our sovereign and inalienable rights to determine the form of governance of our party and having participated fully in the making of this constitution;

ADOPT, ENACT our Party Ideology, as founder members of the Peoples' Forum for Rebuilding Democracy (PFRD) and to our future generations.

Party to Be! Change We Want!



Background to the Establishment of PFRD

The PFRD party is founded amidst rising concerns about the perceived gaps in governance, the PFRD presents a fresh alternative to traditional politics. The PFRD promotes a philosophy of modern liberalism, emphasizing both individual freedoms and the role of the state in ensuring equity and justice.

Historical Context: For years, Kenya's political landscape has been dominated by parties rooted in ethnic, regional loyalties, and personal allegiances. While these parties played crucial roles in the fight for independence and in post-colonial governance, many Kenyans have expressed dissatisfaction with persistent corruption, tribalism, and lack of inclusive development.

Core Tenets of PFRD:

Individual Freedom: PFRD champions the rights of individuals to express themselves, choose their faith, and pursue economic endeavours without undue restriction. This freedom, however, is intertwined with responsibility towards the community and nation.

Economic Inclusivity: While embracing the free market, PFRD also emphasizes the role of the state in regulating industries to ensure fairness, promoting small businesses, and providing a safety net for the vulnerable.

Environmental Stewardship: Recognizing the global challenges of climate change and the unique beauty and resources of Kenya's natural environment, PFRD is committed to sustainable policies and green development.

Education & Health for All: PFRD promotes an egalitarian approach, seeking to expand access to quality education and health services for every Kenyan.

Party to Be! Change We Want!



Decentralized Governance: Building on the devolution system initiated by the 2010 Constitution, PFRD aims to empower local governments further, ensuring resources and decision-making powers are allocated more equitably across regions.

Anti-corruption Drive: With corruption being a longstanding issue, PFRD positions itself as a vanguard against graft, proposing stricter legislative measures, and promoting transparency in public offices.

Support Base: The party will attract a diverse range of supporters, from urban intellectuals and youth disillusioned with traditional politics, to rural communities seeking more localized governance and fairer distribution of resources.

Challenges: PFRD's emergence will not go without challenges. Detractors will argue that its ideologies are idealistic, and its leadership untested. Some critics may also express concerns about its ability to navigate Kenya's intricate political terrain without succumbing to the very issues it opposes.

Nevertheless, as the Modern Liberalist Party in Kenya attempts will be made to redefine political ideologies and governance structures in the country, its real test lies ahead: the party will strive to rally a diverse populace under its banner, effectively addressing the gaps in governance, and usher in a new era of prosperity and unity for Kenya. Only time will tell.

PFRD Party Ideology and Linkage with the Roles and Functions of a Political Party

The term “ideology” was coined in 1796 by the French philosopher Desult de Tracy in reference to a new “science (ology) of ideas (idea). The purpose of this “new” science was to uncover the origins of conscious thought and ideas. Since that time, the concept has acquired different meanings to different people. Nevertheless,

several definitions have been suggested. Erickson and Tedin define it as a set of belief about the proper order of society and how it can be achieved.

From a social-scientific viewpoint, an ideology can be defined as a coherent set of ideas that provide a basis for organized political action, whether this is intended to preserve, modify, or overthrow the existing system of power relations.

All ideologies, therefore, offer an account of the existing order, usually in the form of a ‘world view’. They provide a model for the desired future, a vision of a “good society”. They outline how political change can be brought about.

In accordance with the roles and functions of a political party as outlined in section 4A of the PPA, 2011 as well as the PFRD constitution, this ideology will share to these guidelines from inception, implementation to the overall evaluation mechanisms.

There is a symbiotic relationship between a political party and an ideology. First, political parties usually display some measure of ideological cohesion. Secondly, an ideology normally determines the nature of policies adopted by the party. Thirdly it determines the social groups from which the party draws its support. Fourthly, the nature of political party organization. Fifth it the strategy to be adopted by the party to acquire power. Six, it provides a framework for political action when the party is in power. And lastly, it determines the framework for the identification of allies and political opponents.



Party to Be! Change We Want!



PFRD PARTY IDEOLOGY

General Party Ideology and Ideological Position

Main ideology of the party

Even though Peoples Forum for Rebuilding Democracy (PFRD) will support different democratic leaning ideologies. The party will favour more liberal positions (the term "liberal" in this sense describes modern liberalism-economic and social liberalism. As a party we will strive to appeal across socioeconomic and ethnic demographics in Kenya.

Therefore, our main ideology is anchored on '**Modern Liberalism**'. This ideology fronts the following principles: -

- The defence and extension of individual and groups rights – e.g. women's rights and equality of opportunity for women, ethnic minority groups, and people living with disability
- Support for a multicultural society where different ethnic, religious and cultural groups are all tolerated.
- Campaigns to extend both worker and consumer rights - very different to classical liberalism and libertarianism.
- Efforts to reduce the causes of crime rather than relying on harsh punishment, which is largely a conservative tenet.

Party to Be! Change We Want!



- 16
- Equality of opportunity and removal of social class as a barrier to individual progress.
 - Policies to counteract the growth of inequality due to neo-liberalism

In summary, the party will represent its largest segment which is the marginalised groups in Kenya, including women, youth and people living with disability, farmers, laborers, and religious and ethnic minorities by pushing for more liberalism in unregulated business, finance and favour graduated income taxes.

These principles and anchoring will be anchored in the manifesto of the party for actualisation

As opposed to many internationalism ideologies and interventionism traditionally presented by political landscape in Kenya, the party will advocate for largely modern liberalism targeted at the poor and most vulnerable in the society. By so doing the party will have a fiscally conservative and pro-business approach.

Generally, Social liberals (modern liberalism) adopted by the party has been characterised by many parties and a large majority of liberals tend to differ from the traditional organized labour base. And in a developing country like Kenya, modern liberalism is critical in harnessing resources and moving the masses out of poverty which is in line with the mission and vision of PFRD.

Subsidiary ideologies

Unlike the major drivers of the political landscape in Kenya which picked on the platform of socialism and social democratic ideals that were influenced by labour unions, conservatism and Environmentalism, PFRD will be supportive and accommodate segments in the party that adopt other leanings of small different

subsidiary ideologies which are pro-poor including: centrists, conservatives and progressives, with significant overlap between the four groups which characterise the societal architecture of the target membership.

Centrists

Centrist PFRD leaning groups will be ideologically centrist faction within the party. They present an economically liberal ideology.

Different groups within the party will have room to advocate centrist positions for the party on different issues and stances.

Members or wings of the party will be allowed to present their ideological leaning and categorised as so within all levels of the party.

Conservatives

A conservative PFRD party groupings will be categorised to have room to advance conservative political views, or with views relatively conservative with respect to those of the party. These members will be allowed throughout the party structure and across the nation.

Progressives

Progressives will be the most left-leaning faction in the party and will comprise members of the party who support strong business regulations, social programs, and workers' rights.



Party to Be! Change We Want!



Implementation of PFRD party ideology

Implementing PFRD party ideology will require a systematic and strategic approach, especially for an ideology as nuanced as modern liberalism. Here's a structured approach that will be applied to implement PFRD ideology:

Groundwork: Building a Strong Foundation

Research and Analysis: Understand the country's current political climate, the needs and wants of the population, and areas where liberal policies can make the most impact.

Ideological Clarity: Clearly define what "modern liberalism" means in the context of the country or region, including its economic, social, and political facets.

Party Vision and Mission: A clear vision and mission statement for the party that embodies the core tenets of modern liberalism which aligns with the PFRD party.

Mobilization and Grassroots Engagement

Community Engagement: Organize town hall meetings, seminars, and discussions to educate the public on liberal principles.

Youth Engagement: Engage with young people through universities, colleges, and schools. This is essential as youth are often more receptive to new ideologies and can be instrumental in driving change.

Stakeholder Alliances: Build alliances with NGOs, civil society organizations, and other entities that share similar liberal values.



Policy and Legislative Proposals

12 |
Progressive Policy Drafting: Develop policies that promote individual freedoms, equal rights, social justice, and economic equality.

Legislative Initiatives: Introduce laws that emphasize personal freedoms, civil liberties, progressive taxation, and social safety nets.

Economic Policy: Advocate for a balance between free-market principles and necessary regulations. Emphasize the importance of social safety nets and welfare programs.

Communication and Media Engagement

Media Relations: Establish strong relationships with media outlets to ensure the party's message is accurately conveyed.

Digital Presence: Harness the power of social media, websites, and other digital platforms to reach a wider audience and engage in meaningful dialogues.

Publications: Release research papers, policy proposals, and opinion pieces to scholarly journals and popular media to validate the ideology's efficacy.

Political Campaigning and Elections

Candidate Selection: Ensure that candidates representing the party embody its liberal values.

Election Strategy: Employ data-driven campaigning, focusing on regions and demographics where the liberal message resonates the most.

Voter Education: Run programs to educate voters on the benefits of liberal policies and how they can impact their daily lives.

Party to Be! Change We Want!



Long-Term Vision and Global Engagement

Diplomacy: Engage with other countries that share liberal values, fostering international cooperation.

Sustainability: Emphasize policies that align with sustainable development goals, balancing economic growth with environmental conservation.

Continuous Evolution: As societies evolve, so should the ideology. Engage in regular introspection and updating of the party's principles in line with global liberal trends and local societal needs.

Short-Term, Middle-Term, and Long-Term Implementation Strategies

Short-Term (1-2 years): Awareness & Initial Policy Change

Awareness Campaigns:

- Conduct seminars, webinars, and conferences on the principles of modern liberalism.
- Use social media campaigns to educate the public on key tenets of the ideology.

Policy Proposals

- Introduce legislation emphasizing personal freedoms, including freedom of speech, assembly, and press.
- Advocate for progressive taxation to ensure more equitable wealth distribution.

Party Collaboration

- Seek coalitions or alliances with like-minded parties or groups to strengthen political influence.

Party to Be! Change We Want!



Grassroots Mobilization

- Establish local chapters to engage community members, gather feedback, and build a strong voter base.

Middle-Term (3-5 years): Institutional Change & Expansion

Educational Reform

- Advocate for curricula that emphasize critical thinking, civic engagement, and the history of liberal ideas.

Healthcare & Social Welfare

- Push for healthcare reforms to ensure that it's accessible and affordable for everyone.
- Strengthen social safety nets and welfare programs.

Economic Policies

- Promote policies that encourage sustainable economic growth, support small businesses, and invest in infrastructure.

International Relations

- Foster diplomatic relationships based on mutual respect, cooperation, and shared liberal values.



Long-Term (6-10 years): Societal Transformation & Global Influence

15

Sustainable Development

- Implement policies that balance economic growth with environmental preservation.

Judicial & Police Reforms

- Ensure that the justice system is transparent, accountable, and upholds the principles of modern liberalism.

Cultural Exchange Programs

- Establish programs that promote global unity and understanding, based on liberal values.

Research & Innovation

- Invest in research institutions and promote innovation in sectors like technology, healthcare, and energy, ensuring they align with liberal principles.

Inclusivity and Equality

- Advocate for policies that ensure equal rights for all, regardless of race, gender, religion, or orientation.

Party to Be! Change We Want!



It's important to note that the exact strategies and their timeline would depend on the prevailing political climate, the country's socio-economic status, and the existing policies. This is a generic roadmap and would need to be tailored from time to time based on the specifics of the country.

Political Pillars

Economic pillar

- Expand Social Security and safety-net programs for vulnerable groups and other pro-poor programs;
- Implement graduated taxes for all taxpayers
- Cut taxes for the poor, working and middle classes as well as small businesses.
- Change tax rules to discourage shipping jobs overseas.
- Increase minimum wages for all cadre of staff in all sectors
- Modernize and expand access to public education and provide free universal education at all levels.
- Support the goal of universal health care through a public health insurance option and expanding the role of NHIF
- Increase investments in infrastructure development as well as scientific and technological research.
- Offer tax credits to make clean energy more accessible for consumers and increase domestic production of clean energy.



- Uphold labour protections and the right to unionize.
- Reform the student loan system and allow for refinancing student loans.
- Mandate equal pay for equal work regardless of gender, race, or ethnicity.

Equal economic opportunity, a social safety net, and strong labour unions have historically been at the heart of many successful countries globally. PFRD economic policy positions will align with those of middle class and the majority poor and vulnerable groups in Kenya. PFRD will support a graduated taxation system, higher minimum wages, Social Security, universal health care, public education, and subsidized housing. PFRD will also support infrastructure development and clean energy investments to achieve economic development and job creation. In so doing the party will support centrist, progressive and modern liberalism economic reforms that cut the size of government and reduced market regulations. The party will largely reject both *laissez-faire* economics and market socialism, but instead favour Keynesian economics within a capitalist market-based system.

Fiscal policy

PFRD will support a more progressive tax structure to provide more services and reduce economic inequality by making sure that the wealthiest and people at the top of the pyramid in Kenya pay more in taxes. PFRD will engage in all approaches and stances on eradicating poverty because it is said "Our poverty level is the direct consequence of our weak social policies, which are a direct consequence of weak political actors".



Education

18

PFRD party favour improving public education by raising school standards and reforming the financing and enrolment at all levels. The party will support free universal preschool, high school, technical and university Education.

The party will support measure for addressing student loan debt and reforms to reduce college education costs. Other proposals and positions that the party will support include reform of standardized testing, CBC refinancing, encourage expanding access to post-secondary education by increasing state funding for both students in private and public institutions as well as HELB.

Environment, Renewable energy and fossil fuels

PFRD party understand the challenges posed by the climate change mantra globally. The sharp divide over the existence of and responsibility for global warming and climate change falls largely along political lines. Overall, The party will favour engagements with global players to reduce and support vulnerable groups in the country and contribute to positive positions that minimise the challenges posed by climate change.

The party will support the stances that emphasizes renewable energy generation as the basis for an improved economy, greater national security, and general environmental benefits. PFRD Party will substantially support environmental regulation and policies that are supportive of renewable energy.

PFRD party will also favour expansion of conservation lands and encourage open space and investments in rail travel to relieve highway and airport congestion and traffic jams as well as improve air quality and the economy as it is believed that that



communities, environmental interests, and the government should work together to protect resources while ensuring the vitality of local economies.

PFRD party will support increased renewable energy development, including wind, geothermal and solar power, in an effort to reduce carbon pollution, reduce cost of production and reduce energy dependency.

The party's platform will call for an "all of the above" energy policy including clean energy, natural gas and domestic oil, with the desire of becoming energy independent. The party will support higher taxes on oil companies and increased regulations on coal power plants, favouring a policy of reducing long-term reliance on fossil fuels. Additionally, the party will support stricter fuel emissions standards to prevent air pollution.

Trade agreements

PFRD party will support fair trade policies when it comes to the issue of regional and international trade agreements including free trade.

Equal economic opportunity, a social safety net, and strong labour unions have historically been at the heart of many successful countries globally. PFRD economic policy positions will align with those of middle class and the majority poor and vulnerable groups in Kenya. PFRD will support a graduated taxation system, higher minimum wages, Social Security, universal health care, public education, and subsidized housing. PFRD will also support infrastructure development and clean energy investments to achieve economic development and job creation. In so doing the party will support centrist, progressive and modern liberalism economic reforms that cut the size of government and reduced market regulations. The party



will largely reject both *laissez-faire* economics and market socialism, but instead favour Keynesian economics within a capitalist market-based system.

Minimum wage

PFRD will favour raising the minimum wage for all sectors and progressively increase the minimum wage each year.

Health care

PFRD will support orientation that call for "affordable and quality health care" and favour moving toward universal health care in a variety of forms to address rising healthcare costs. Progressive PFRD members will favour revamping of NHIF and ensuring universal health care works under an active public health insurance-NHIF.

Social pillar

- Uphold network neutrality.
- Uphold voting rights and easy access to voting and adopting verifiable voting systems in Kenya.
- Reform the immigration system and allow for a pathway to citizenship for undocumented citizens like Makonde.
- Improve privacy laws and curtail government surveillance and data access in accordance to the Data Protection (Compliance & Enforcement) Regulation, 2021 and the Constitution of Kenya, 2010.
- Oppose torture.
- Abolish capital punishment and any human right violations.

- Recognize and defend Internet freedom worldwide and access to information and media freedoms , in accordance with the constitution of Kenya and relevant legislation.

PFRD party will emphasizes social equality and equal opportunity. PFRD will support all right of individuals as entrenched in our constitution 2010.

The party will also accommodate divergency in the party to ensure all opinions are reserved including Ideological social elements such as cultural liberalism, civil libertarianism, and feminism.

Equal opportunity

The party will support equal opportunity for all Kenyans regardless of gender, age, race, ethnicity, sexual orientation, gender identity, religion, creed, or national origin. PFRD will support affirmative action programs to further this goal.

Other social orientation that the party will review and take a stance include Human rights violations and PWD and new dynamics to improve their welfare.





The Linkage of the Party Ideology and the Party's Guiding Principles, Values and Objects

PFRD constitution has outlined clear objects, guiding principles, and values. This party ideology reflects all the aspects outlined in the party constitution. The PFRD, guiding principles and values of including:

PFRD Values

The PFRD's core values include, but are not limited, to:

- I. Supremacy of the democratic rights of party members
- II. Social and Economic justice.
- III. Respect for constitutionalism and the rule of law.
- IV. Respect for individual and people's rights and freedoms.
- V. Democratic governance and people's participation.
- VI. Freedom with responsibility.
- VII. Empowerment of the marginalized groups or sections of society.
- VIII. Sustainable use of the environment.
- IX. Positive and mutually beneficial international relations.
- X. Avail equal opportunity irrespective of gender, race, tribe, religion, physical abilities, etc.

Guiding Principles of PFRD

The party is grounded on democratic and economic principles including:

Party to Be! Change We Want!

- Citizen Participation
- Equality
- Political Tolerance
- Accountability
- Transparency
- Regular Free and Fair Elections
- Economic Freedom
- Control of the Abuse of Power
- Bill of Rights
- Accepting the Results of Elections
- Human Rights
- Multi-Party System
- Rule of Law



In summary, PFRD has adopted these elements which, at any rate, are in line with the verdict reached by an increasing number of liberals from the late 19th and early 20th centuries and to the common day modern liberalism which is the main ideology of PFRD.

Therefore, as reflected in our PFRD objects, guiding principles and values principles, modern liberalism hold that the point of government is to remove the obstacles that stand in the way of individual freedom. According to PFRD objects, values and guiding principles it is evident that the powers of government will not



24

constitute the greatest obstacles to freedom as is the case of other ideological positions or in an earlier day, but the adoption of modern liberalism will greatly reduce or mitigate the excessive powers of the PFRD government.

Hence, Modern liberalism as adopted by PFRD will strive to recognize hindrances of another kind—such as poverty, disease, discrimination, and ignorance—which individuals could overcome only with the positive assistance of government. Modern liberalism program proposed by PFRD will thus enlist the powers of government in the cause of individual freedom. Society, acting through government, will establish public schools and hospitals, aid the needy, and regulate working conditions to promote workers' health and well-being, for only through public support will the poor and powerless members of society truly become free.

The Linkage of the Party Ideology and the Party's name, symbol, and Slogan

Link with our name: Peoples Forum for Rebuilding Democracy

The modern liberal philosophy, modern liberalism which is adopted by PFRD strongly endorses public spending on programs such as education, health care and welfare. Important social issues during the first part of the 21st century include economic inequality (wealth and income), voting rights for minorities, affirmative action, reproductive and other women's rights and immigration reform. This is a political and moral philosophy based on the rights of the individual, liberty, consent of the governed, political equality, right to private property and equality before the law. Modern Liberals espouse various views depending on their understanding of these principles but generally support further private property, market



economies, individual rights (including civil rights and human rights), liberal democracy, secularism, rule of law, economic and political freedom, freedom of speech, freedom of the press, freedom of assembly, and freedom of religion. Constitutional government and privacy rights. Modern Liberalism is frequently cited as the dominant ideology of modern history.

Modern liberalism is in essence a pro-poor associated with democratic mantra globally and being a people centred system, our choice of name-peoples forum for rebuilding (PFRD) is well in extending these democratic ideals for all the people.

Link with Our Symbol and Slogan- Ball Point Pen with a sign |
Slogan: *Party to Be! Change we Want!*

Our symbol is a ball point pen with a blue signature, which is reflective, not only of the fact that modern liberalism endorses public spending on education, but a ball point pen as a symbol of unity, building wealth and knowledge. One of the most significant incidents of human life is their acquaintance with pen and writing. Pen is the tongue of humans' wisdom, introduction and feeling and cites their thought and personality. It is also considered as the second tongue of human beings. Pen is one of the best arm of writers and those having pen on their hand should know that their pen is their tongue which can be used for the betterment of their country and nation. Human has widely taken advantage of pen from anything else in their life; therefore, PFRD believes that those who owns pen should make effort to invite people to unity, which reflects our slogan of a party to be! Change we want! This is a call to unify a people through Pen and subsequently ensure all aspects of modern liberalism are tapped and implemented.

Party to Be! Change We Want!



In today's world, pen plays vital role in enlightenment of general thoughts, familiarizing community with spiritual and material values and specifying of policy of future life. It reveals facts of a call to be in the party and a sense of belonging.

Evaluation of PFRD party ideology

To ensure the PFRD party ideology is adequately observed and implemented a thorough analysis will be undertaken regularly to ensure that the resulting ideology is realistic, feasible and effective.

The party will conduct a baseline analysis to help the development of a party-organization strategy of implementing, monitoring, and evaluating the party ideology. An analysis of internal and external stakeholders' engagement in the implementation of the party ideology. The implementation of party ideology and subsequently through the party manifesto, the party's mission, guiding principles, and values will be identified and articulated in line with the main PFRD ideology and party constitution.

Planning and implementation will be evaluated by conducting analysis of the strengths, weaknesses, opportunities and threats (SWOT) while PESTEL analysis will be conducted to audit the external environment in order to detect and understand broad, long-term trends.

Conducting SWOT will return to the strengths and weaknesses of, opportunities for and threats to the party. At the onset, preliminary SWOT analysis will be undertaken as part of the baseline analysis to get an idea of the party's ideology and ideological positions. Subsequently another level of SWOT analysis will then be conducted in more details, revisited and carried for the purpose of evaluating the party as a political actor and an organization with a specific party ideology and ideological



positions. Performing a SWOT analysis is an effective way to identify the major internal and external issues a political party face. The strengths and weaknesses refer to the party's internal environment, over which it has some influence guided by the party ideology. The opportunities and threats related to the party's external environment, over which it usually has only limited influence. Using the SWOT framework helps a party direct its attention and target its activities where they will be noticed more, better appreciated and more effective. A SWOT analysis also raises awareness of new or unexplored opportunities, and of limitations that should be taken into account based on modern liberalism.

Consequently, a PESTLE analysis is a management framework and diagnostic tool. The outcome of the analysis will help to understand factors external to the party which can impact upon strategy and influence party decisions and implementation of the ideology.

The PESTLE tool: PESTLE is an acronym for:

P = Political; E = Economic; S = Social; T = Technology; L = Legal; and E = Environmental

POLITICAL: When looking at Political factors the frameworks will take into account the government policies and political stability. Other factors will include tax implications, industry regulations and global trade agreements and restrictions.

ECONOMIC: Economic factors will include exchange rates, economic growth or decline, globalisation, inflation, interest rates and the cost of living, labour costs and consumer spending.



SOCIAL: Social factors will look at trends such as lifestyle factors, cultural norms and expectations such as career attitudes and work-life balance. It will also concern itself with consumer tastes and buying habits as well as population demographics.

TECHNOLOGY: Technology has grown exponentially. How will the party and the government thereafter going to respond to technological innovation in the party and service delivery? Other technological advancements will impact on data storage, disruptive technologies such as smartphones, social networking, automation robotics and the increasing shift towards AI artificial intelligence in all sectors and systems of the party and government.

LEGAL: Shifts in the Legal landscape are constantly changing especially here in Kenya. Employment labour law and employment tribunal decisions impact upon working practices continuously. It will also be important to keep up to date with all changes in legislation and of course Health and safety regulations.

ENVIRONMENTAL: Does the party and government formed have a direct impact on the environment? Political sanctions now govern carbon emissions and a move towards sustainable resources such as wind turbines and recycling. This area also covers CSR corporate social responsibility and ethical sourcing of goods and services which in turn has a direct impact on procurement and overall supply chain management.

Once clear on the main overarching factors included in a PESTLE analysis the next challenge will be to relate this in real terms into the party and government.

Evaluation should be oriented towards the process side. The strengths and weaknesses of (and any possible modifications to) the various process elements

(process design, time, resources, direction, support, etc.) should be determined. Subsequently, decisions can be made on whether the various process-related elements should remain unchanged, be replaced with new or revised elements and principles, or be abandoned altogether.

These evaluations will provide valuable information about what should be done in any future cycles, and how. This approach can help improve the quality of both the process and future strategies of each cycle. Evaluation will help to look back and identify successes and areas for improvement in future cycles of the implementation of party ideology and ideological positions.





Contact

Peoples` Forum for Rebuilding Democracy (PFRD),
The Spur Mall-2nd Floor, Room 023 Thika Road,
P.O Box 26181, Ruiru, Central, Kenya,-00100

Email: info@pfrd.co.ke

Website: www.pfrd.co.ke



@PFRD



PFRD



Subscribe

PFRD

Party to Be! Change We Want!