

S.W.O.T – an easy to use analysis tool or technique

Strengths Weaknesses Opportunities Threats

Use the charts below with the following suggestions:

The structure:

- It's a 'brainstorm in person' activity whether that is F2F or via a virtual platform
- Remember & reiterate the code of behaviour for brainstorming
- Any ideas, suggestions, thoughts are relevant
- Off the top of the head, blue sky, outside the box, wildly outrageous contributions
- NO judgements, NO comments positive nor negative, NO filtering

The 'keep on track' piece:

- Having a facilitator is a really good idea

The strategy:

- Aim to continue until the long list starts to dry up ... asking apart from all this is there anything else until there's a consensus that there is nothing else
- Taking each part of S.W.O.T in turn it's time to analyse what is there
- Look to see which elements in each part in turn are similar, aspects that could be combined or collated
- Next see which pop out as being the 'big ones', the priorities, the always procrastinated on from which choose 3
- Choose 3 in each of S.W.O.T to focus on making the 12
- Set a time/date by which each will be sorted / completed by
- How will accountability be managed? Instead of the usual people consider asking for volunteers.

The check up and feedback on progress stage:

- How can progress be made visible and trackable?
- How will the feedback enable learnings that will improve the process next time?
- Once the 12 have been completed check to see if anything else on the original list has been dealt with unexpectedly

The rinse and repeat stage:

- Return to the S.W.O.T and start afresh

You might have discovered that it seems to be:

1. a bit of a challenge to 'fess up to **strengths**
2. so easy to grumble hence lots of **weaknesses**
3. both tough and effortless to unleash the **opportunities**
4. a tad scary to look at the **threats**

Bearing this in mind you are for-warned hence for-armed and can be supportive when those involved are potentially hesitant. Simply remind everyone including yourself of the principles of brainstorming.

	Helpful to achieving objectives	Harmful to achieving objectives
Internal	Strengths	Weaknesses
External	Opportunities	Threats

Record the results of the brainstorming here OR on flip chart OR via your virtual platform

Strengths	Weaknesses	Opportunities	Threats

Choose the 3 'big ones' for which you are going to move the dial

Strengths	Weaknesses	Opportunities	Threats
1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.