

# July

## SWOT:

Assess past strengths and weaknesses as well as future opportunities and threats.



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1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

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## SWOT

**SWOT** analysis is a strategic planning tool used to evaluate the **Strengths**, **Weaknesses**, **Opportunities**, and **Threats** involved in a project or in any other situation of an organization requiring a decision in pursuit of an objective. It involves monitoring the environment of the organization with the aim to identify the key internal and external factors that are important to achieving the objectives. It can be used to develop a plan that takes into considerations many different factors and maximizes the potential of the strengths and opportunities while minimizing the impact of the weaknesses and threats.

A SWOT session also is a means of obtaining information from participants. It enables participants to take a breath, make a judgment and share their visions on the four pillars mentioned above in order to enrich the collective perception of the way the objectives are pursued.

### How to go about it?

1. Make sure that the objectives pursued are clear to all participants
2. Build the SWOT grid (past/future; positive/negative)
3. Fill the SWOT grid respecting this order :
  - a. Strengths
  - b. Weaknesses
  - c. Opportunities
  - d. Threats
4. Ensure that all experiences are taken seriously
5. Have the individual actors comment on their contributions and clarify comprehension questions
6. Record common aspects first and discuss contradictory opinions later

