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SWOT analysis is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats of a project. It means monitoring the internal and external factors of the project with the aim to identify the key elements that are important for achieving the objectives. It also 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.

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How to go about it?

1. Make sure that the objectives pursued are clear.
2. Build the SWOT grid (past↔future; positive↔negative).
3. Fill the SWOT grid respecting this order :

a. Strengths	c. Opportunities
b. Weaknesses	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.

More information: www.daretoshare.ch

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