


SWOT

WHAT

Strategic tool that provides insight in a projects' internal and external characteristics. Often used for long term strategic decisions and for identifying blind spots.

WHEN TO USE

- **Stage(s):** Can be used in any stage
- **Goal:** Interrogate existing knowlegde, create new knowledge & ideas
- **Type:** Participation & co-creation tool
- **Time & Effort:** 1 - 2 hrs 

HOW TO USE

- A SWOT is a strategic tool that identifies:
- **Strengts** are internal aspects that are going well.
- **Weaknesses** are internal aspects going not so well
- **Opportunities** can be internal or external and help to overcome weaknesses building on strengts
- **Threats** can also be internal or external factors that inhibit change
- You can make one SWOT or split up the group and make several SWOTS that you discuss together
- Guide the discussion with the following questions:
How can we use our strengths to valorise our opportunities? How can we use our strengths to neutralise threats? How can we deal with our weaknesses? What about the long term threats?
- End with Defining action points

SWOT

STRENGTHS

- Stimulates participants to all share their input.
- Participative way of strating a constructive learning process.
- Stimulates joint actions.
- Can be used at different levels of analysis.

WEAKNESSES

- There is a risk of missing one or more important threats.
- It is not a one time exercise but should be repeated in different stages - it is a process more than a tool.
- It is a starting point for discussion but does deliver a competitive strategy an output.

References:

SWOT Analysis – MSP Guide

What's swot in strategic analysis? - Pickton - 1998 - Strategic Change - Wiley Online Library