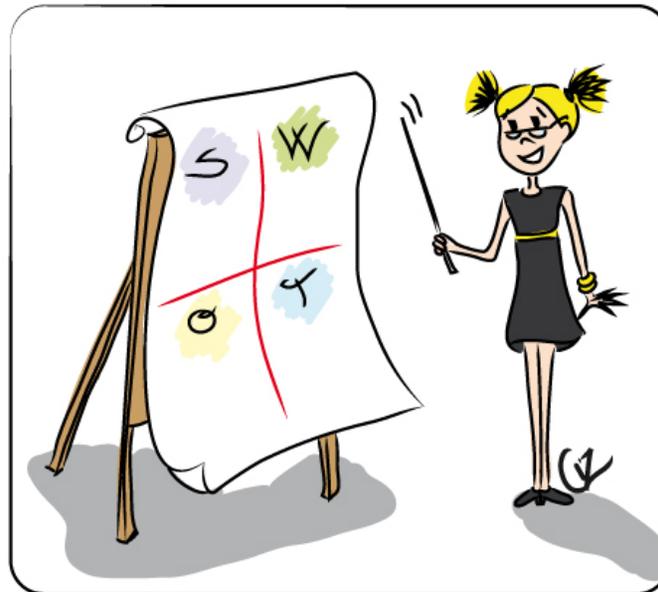


Activity

SWOT ANALYSIS¹... CRITICAL ELEMENTS 3 AND 4



¹ Innovation Games (www.innovationgames.com)



SWOT Analysis Game

- **Strengths**
- **Weaknesses**
- **Opportunities**
- **Threats**



Why SWOT Analysis?

- **Develop awareness of factors involved in a decision**
- **Identify internal and external influences**
- **Uncover opportunities**
- **Understand weaknesses to manage and eliminate threats**
- **Provides a framework for strategic planning**
 - Develop strategies and recommendations based on SWOT analysis results

Business News (<http://www.businessnewsdaily.com/4245-swot-analysis.html>) and Mind Tools (https://www.mindtools.com/pages/article/newTMC_05.htm)



Successful SWOT Analysis

- **Be specific**
 - Share stories of recent successes or accomplishments
 - Share stories of recent disappointments
 - Identify key contributing factors
- **Rank lists in priority order**
- **Link to next steps**

Meeting Facilitators International: SWOT Facilitation (<https://www.facilitators.com/meeting/strategic-planning-facilitation/swot-analysis/>)



Activity Instructions

1. Assemble in groups
2. Choose a facilitator/recorder
3. Access the **CE 3 SWOT Analysis grid**
4. Work together to complete a **SWOT analysis for CE 3**
5. Prioritize to identify the best ideas
6. Repeat for CE 4
7. Report on your discussions



SWOT Analysis Outcomes

- **How do you use your strengths to take advantage of opportunities?**
- **How do you overcome weaknesses preventing you from taking advantage of opportunities?**
- **How can your strengths reduce the probability of threats?**
- **What can you do about your weaknesses to make the threats less likely?**
- **Use your understanding to develop a plan of action**

How to Use a SWOT Analysis — A Perfect SWOT Analysis Example (<http://www.leadershipthoughts.com/how-to-use-a-swot-analysis/>)

