SWOT ANALYSIS
WORKSHOP GUIDE

Version 0210

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INTRODUCTION

- When developing strategic plans for the future, every organization needs to understand what its internal strengths and weaknesses are, and what opportunities and threats are in the environment. Understanding these four elements creates an effective foundation for planning.

- The Swot Analysis is a classic diagnostic tool that looks at the four elements: strengths, weaknesses, opportunities and threats.

- Getting different perspectives in the room regarding these four areas is essential if an effective foundation for planning is to be established.

- This activity embraces the collection and sharing of the different ideas and perspectives in an organization while building a sense of common understanding about the priority themes in each area.

- This workshop engages participants' thinking, allows the sharing of different perspectives and viewpoints, and educates everyone involved to create a common ground about the elements and the necessary future planning.

This “Swot Analysis Workshop Guide” provides step-by-step guidance and assistance to successfully run a Swot Analysis Workshop in the organization. The chosen methods, techniques and program is selected from best practices worldwide, validated on real cases by gro3 and documented carefully for immediate usage for every do-it-yourself manager.
GOALS

GOAL OF THIS WORKSHOP GUIDE

- Start immediate and without risk, expensive research or development time
- Help management to run a Swot Analysis Workshop successfully
- Provide hands-on step-by-step guidance, tips & tricks and tools for a guaranteed result
- Provide background information on topics and tools
- Provide blended personal support for ad hoc questions

GOAL OF THE SWOT ANALYSIS WORKSHOP

- To create a clear picture of the four elements needed in an effective future-oriented planning process.
- To engage participants thinking about strategic themes and to distill as a team the meaning of information that is generated.
- To developed the main strategic actions for the future
PARTICIPANTS

In this workshop, you gather a diverse group of stakeholders.

- All people having relevant know-how on this topic or other relevant topics like market know-how, technology, finance, etc.

- All people who play an important role in the roll-out of the strategy should be involved in the program. Some people will participate to all sessions, some people will only participate to very specific sessions.

- It is critical that different organizational levels, positions, job experience, and time with the organization are fully represented.

- It is important to make sure that all the participants have enough experience, perspective, and wisdom.

Tip: Get the whole system in the room

The key to this design is to ensure that there is enough internal wisdom to do an effective SWOT Analysis. Just getting people together to do this activity will only generate a lot of ideas. You want the right ideas and the only way to achieve this is to have the right people participating.

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1 Marvin Weisbord & Sandra Janoff in “Future Search: an action guide to finding common ground in organizations & communities”
**MATERIALS NEEDED**

- A large and comfortable room
- 1 marker / person
- 1 x post-it notes package / person
- 5x flip-over board (or 5x flip-over sheets taped on the walls)
- Sufficient water and some energizers like fruit
STEP 1 WALKABOUT BRAINSTORMING

- Write each of the elements as title on a flip-over. Put the 4 flip-overs in every corner of the room.

- Break the participants into groups. Assign each group one of the four elements of the S.W.O.T Analysis.

- Give the group 15 minutes to list information on the four key elements. Every person writes down each of his or the group’s ideas with a black marker on a post-it note and puts it on the flip-over. Every group can discuss among each other and exchange or improve existing ideas or experiences.

TIP People get into animated discussions easily, produce a lot of ideas but often forget to write them down. To prevent this loss of ideas, make sure everyone pays attention to this.