SWOT Analysis Instructions

For Facilitators

# Materials Needed:

* Sticky Notes (In 4 different colors - one for each aspect)
* Pens
* Meeting Space with ample wall space
* Neighborhood Academy SWOT Analysis Power Point Presentation

# Tips:

SWOT Analysis works best if conducted in person. You need between 2-4 hours and no more than 25 people participating.

As facilitator your job is to keep time, move people along, capture photos and notes, and lead discussion during the SWOT analysis. *You should familiarize themselves with the presentation and these instructions in advance.*

# Instructions:

1. Hand out sticky notes and pens. Review SWOT Analysis Presentation Slides 1-8.
2. Return to Slide 8, "Strengths," and give the group 5 minutes to write as many strengths as possible.
3. After 5 minutes, call on each group member to share one strength and place it on the board or wall until everyone has shared all of their sticky notes.
4. Place duplicative sticky notes on each other. For ex. two people write "community garden" - you would place them on each other so it's easy to see consensus. Group similar sticky notes together. For ex. a sticky note listing "community garden," "senior citizen gardening classes," and "nature trail" would go near each other on the board.
5. Proceed to Slide 10, "Weaknesses," and repeat steps 2-4.
6. Proceed to Slide 11, "Opportunities," and repeat steps 2-4.
7. Proceed to Slide 12, "Threats," and repeat steps 2-4.
8. Proceed to Slides 13-14. Recap conclusions from each board. For ex. fifteen people consider our community garden a neighborhood strength. Questions to Ask:
	* Is there anything missing on this list?
	* Is there anything we'd like to add to this list?
	* Is there anything that doesn't quite fit that we want to move to the "Parking Lot"?
9. Once you've recapped each board, begin comparing boards to one another. Proceed to Slides 15-16. First begin by comparing your strengths and weaknesses, then your opportunities and threats. Finish by comparing your strengths and opportunities; then weaknesses and threats. Questions to Ask:
	* Is anything out of place? What needs to potentially move from one board to another?
	* Are there any connections?
	* Are there any contradictions? Does anything cancel each other out?
	* What are the top 5 priorities on each board?
	* Which items are immediate priorities and which are long-term priorities?
10. Proceed to Slide 17-18. Begin wrapping up.
	* Identify what additional research is needed as a group.
	* Identify next steps as a group and assign tasks.
	* Snap a photo of each board.
	* Schedule the next meeting where you will turn your SWOT into action!

Finish with Slides 19-21.

1. (After the meeting) The facilitator should type up all of the unedited lists. For duplicative items, indicate how many people wrote that on a sticky note. For ex. community garden - 15x.