

SWOT Analysis

Purpose: The SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis is a strategic planning tool used to evaluate the viability of a project or campaign. It can help groups identify internal and external factors both favourable and unfavourable. Once identified these factors will provide a rudimentary map sketching the lay of the social change land and offer ideas about next possible steps. It's helpful to re-apply the tool with regular frequency as campaigning situations can change quickly or seemingly not at all.

Time: 30 minutes – if only introducing the tool and demonstrating how it works, allow more time if the objective is for the group to apply the tool to their situation and make plans for actual next steps

Preparation: hand-outs of the SWOT or flip chart paper for doing the SWOT, and perhaps a good case study to demonstrate how the SWOT works

Facilitator's Notes: Introduce the SWOT concept with model how it might be applied. You can model the SWOT using a participant's group as an example or have one of your own in mind. Encourage participants from the same campaigning group to work together on their SWOT. If workshop participants all come from different groups, use the session to introduce the tool, and strongly encourage them to use it with their group later. The more heads together on this one, the better.

Group's campaign objective or project defined:

STRENGTHS	WEAKNESSES
OPPPORTUNITIES	THREATS

Follow-up: Once the groups have defined these factors they can evaluate their impact on the project/campaign by asking themselves how they can be **USED?**

- How can we **Use** our strengths to our advantage?
- How can we **Stop** our weaknesses?
- How can we **Exploit** all opportunities?
- How can we **Defend** against the threats?