

# 4 Analyze this

## What?

This tool focuses on Strengths, Weaknesses, Opportunities and Threats and is called SWOT analysis. It gives you support for discussion and enables you to discover and define different needs.

## Time?

30-60 minutes.

## Why?

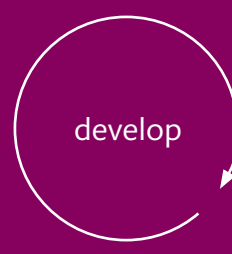
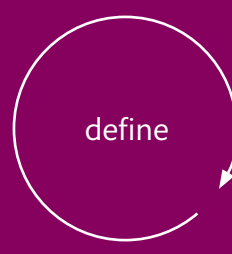
This tool clarifies what you can influence yourself in the short term (internal) and what you can't influence yourself (external). Those things that can be affected on the short term are highlighted as strengths and weaknesses. Those things that you can't influence yourself are exemplified by opportunities and threats or risks. In this way the SWOT analysis helps you to analyze both the internal and the external environment in and around your organization. Maybe you discover things you didn't see before. You get help to make decisions and to develop strategies for the future. You even get an overview of your organization, your project, or your idea.

## What is needed?

Each participant needs a worksheet and a pen. As facilitator it is good if you look at the example adjacent to the worksheet for your reference.

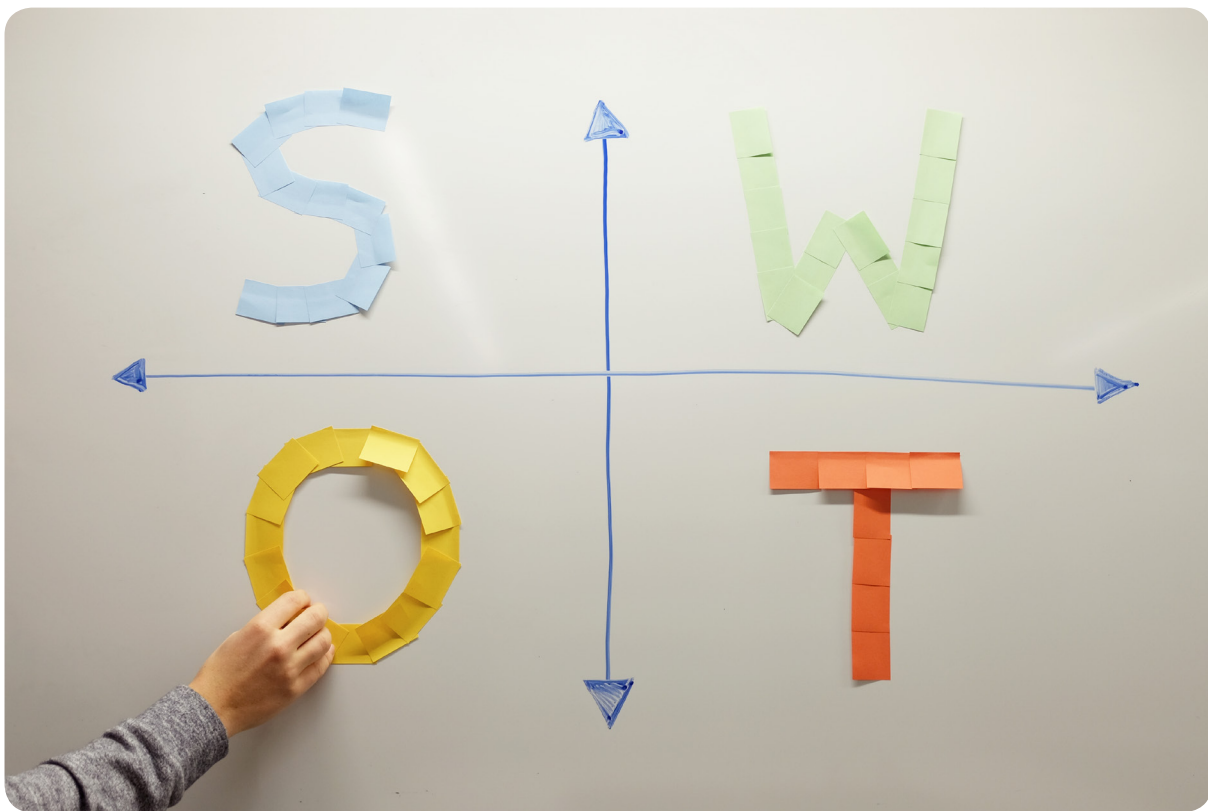
## How?

1. Give each participant a SWOT analysis worksheet.
2. If you are working with a bigger group, you can divide participants in smaller working groups.
3. Let the group/groups discuss and decide which strengths and weaknesses they experience internally.
4. Ask them to continue to discuss but to focus on the different opportunities and threats/risks they see externally.
5. Gather everyone and let the groups share their results.
6. Compile on a whiteboard (or a flipchart paper) all the strengths, weaknesses, opportunities and threats/risks so that everything is in one place.
7. Use the results of the groups as support to make decisions, continue with orientation, or develop strategies and solutions.



## Hints!

You don't need a group to do a SWOT analysis. An example of when you can individually make use of the SWOT tool is when you are facing a career change. You can either use your current career or a wishful career as starting point for your analysis.

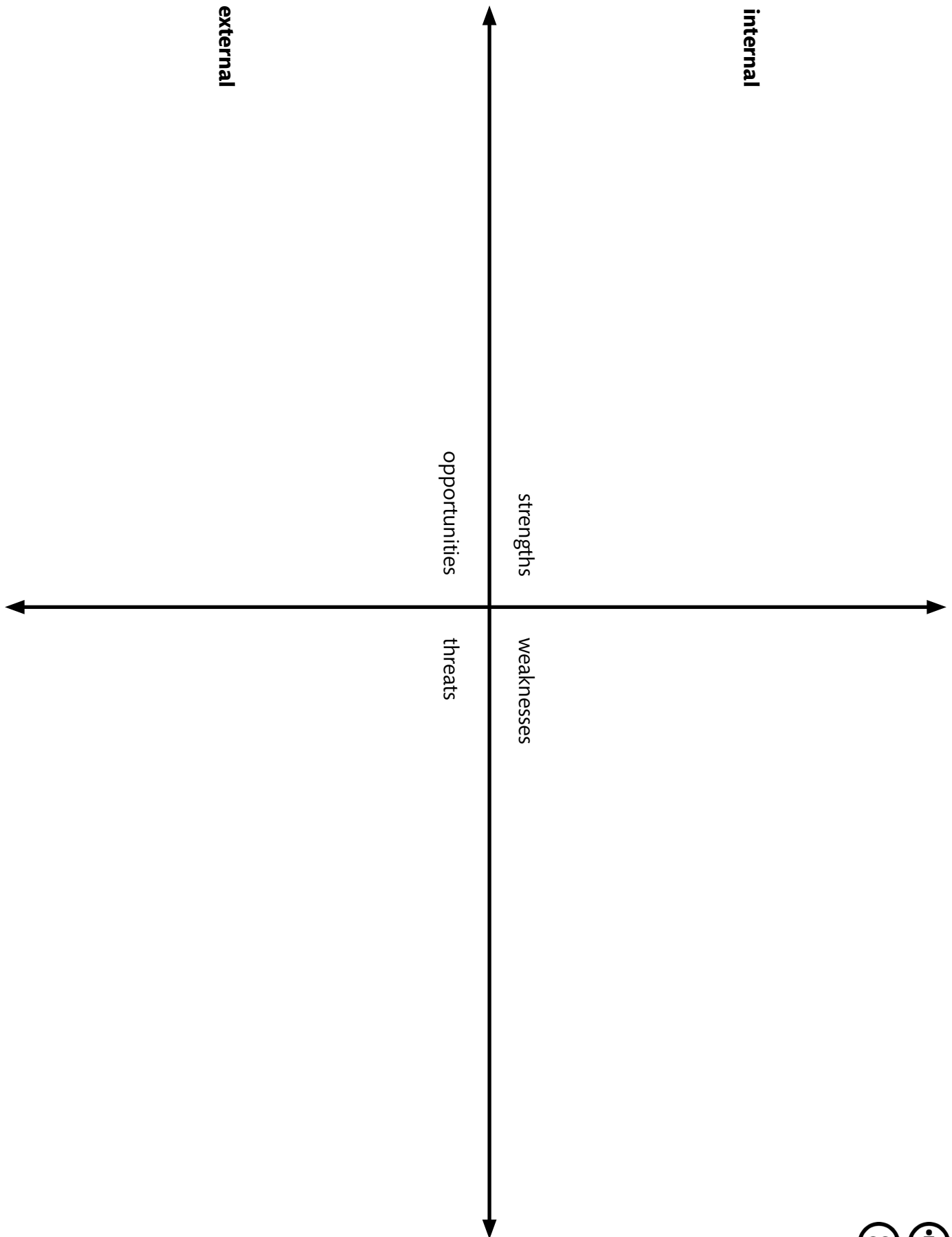


## Read more

Humphrey, A.S. (2005). SWOT Analysis for Management Consulting. *SRI Alumni Association Newsletter*, (december), 7-8.

Osterwalder, A., & Pigneur, P. (2010). *Business Model Generation*. Hoboken, New Jersey: John Wiley & Sons, Inc.

# Worksheet: Analyze this



# Example

