

The SWOT Analysis Activity

When you have people involved in a full-day session like this, it's important to create opportunities for group or individual activities.

When it comes to the SWOT Analysis, you can set up 4 Flip Charts around the room each labeled with: Strengths, Weaknesses, Opportunities and Threats.

Give everyone 4 Post-It Note Pads that correspond to the colors of the SWOT Analysis – Blue, Green, Red and Yellow.

Ask them to take 10 or 15 minutes to think about and capture their ideas as follows:

- Strengths on the **Green** Post-Its
- Weaknesses on the **Yellow** Post-Its
- Opportunities on the **Blue** Post-Its
- Threats on the **Red** Post-Its

When finished, ask everyone to go and put their post-it notes on each of the four Flip Charts.

Next assign someone to each Flip Chart to go over the responses received. Make sure each Flip Chart is clearly labelled: Strengths, Weaknesses, Opportunities & Threats. They will read them off the board and the group can discuss their thoughts. Inevitably, some of the answers will come up repeatedly and this is a sign to the group that it is important to more than one person on the team.

After each of the four SWOT areas have been discussed, the team will have a good understanding of the current circumstances going forward that may affect the team – both the positive and potentially negative. This is an important discussion to have before you move onto setting the goals for the next year as it gives everyone a current and up-to-date perspective.

You will likely discover the duality of several issues that are both opportunities and threats. This can generate important team communications and have everyone looking at issues from a variety of perspectives.

This is an exercise that can be done every year – and what you will see is that the answers will change over time as the team has success in some areas and encounters challenges in others. Some of this is due to aspects the team can control and some are completely outside of the team's control. Nevertheless, they all impact the team.

Note: If you have a team of four or more, you can turn this into a group activity by creating pairs or groups to work collaboratively and then come together to discuss as described above.

