

Strengths, Weaknesses, Opportunities, and Threats

SWOT Analysis

How:

1. Schedule a neighborhood-wide “visioning” meeting
2. Have it in an auditorium or room large enough for people to get up and move around; AND to be able to get to the walls
3. Invite all neighbors/stakeholders/interested parties
4. Set the meeting for 2 ½ hours

Supplies:

1. 2 chart pads and easels
2. Colored dots (all one color); enough for each participant to have 12 (You can either have them cut, counted and put in small envelopes when they enter the auditorium; or just cut and count, and pass out that way)
3. Markers (no orange, pink or yellow)
4. Masking tape
5. Stop watch
6. Map of the target area/neighborhood

Staff:

1. Facilitator conducts the meeting (welcomes, preps, conducts SWOT, reports out on the findings, concludes and thanks the group)
2. Timekeeper: calls time during the SWOT and counts dots
3. Recorder: writes on chart pad and counts dots
4. Post-er: tapes sheets up on the wall as the SWOT is conducted, and counts dots

Preparation/Implementation:

1. Clearly identify the topic/geographic area. Eg. “We are going to do a SWOT for the East Greenfield neighborhood. That would be East Street on the south, Maple Street on the north, the rail road tracks on the east, and Highway 52 on

- the west.” Instruct participants to think about the whole picture, the way it looks, feels, their hopes, their fears, etc.
2. Briefly describe “strengths, weaknesses, opportunities, and threats”, with examples.
 - a. *Strengths for the neighborhood are the active neighborhood association and the lovely tree lined streets*
 - b. *Weaknesses are the abandoned/burned out houses*
 - c. *Opportunities are the water/sewer project the city plans for next summer*
 - d. *Threats are the possibility of the grade school being closed*
 3. Explain how the SWOT will work:
 - a. The facilitator will give the group 5 minutes to brainstorm each category.
 - b. A recorder will write each idea on the chart pad, giving the audience a chance to acknowledge that they have captured the essence of the comment. 1
 - c. A timer will tell the group when 5 minutes is up.
 - d. The chart pad papers will be posted around the room on the walls.
 4. As soon as all four categories have been brainstormed, the audience is given 20 minutes to use the dots to prioritize the ideas and to take a break.
 5. Instruct audience to place 3 dots in each category to identify their top three priorities. They can put all three on one item, or spread them out over three ideas.

Report-Out on SWOT:

1. As soon as everyone has placed their dots, staff counts and identifies the top three in each of the 4 categories
2. Write the top three on a sheet of chart pad paper (one page per category)
3. Call the group back to together from the break
4. Facilitator reports out to the group
5. Facilitator/Vision2020 staff/Local Team Chair interacts with audience about/establishes **NEXT STEPS**

1. Recorder: make sure you write clearly. Don't abbreviate or use acronyms unless you check with audience first. Capture the ideas succinctly and don't duplicate.