

## **Strengths, Weaknesses, Opportunities, Threats (SWOT)**

The SWOT analysis may be used to gather information about a program or other significant topics of concern. All ideas are shared openly and no one can control the outcome. Create four mixed groups of participants by having people count off from one to four. Clearly label and number the four areas (Strengths, Weaknesses, Opportunities, and Threats) on four different flipcharts posted around the room. If you have a large group you may have more than one flipchart for each area. Participants should go to the station that represents the number they were assigned. Each member of the group should record their individual responses. Each group should be given about five minutes to record their responses. Discourage people from debating any ideas that are recorded.

At the end of the allotted time have each group move clockwise to the next station. Make sure everyone stays with their group while the rotation occurs. The participants should then read the previous groups' input, individually check off the ideas with which they agree, and add their own ideas to the list. Continue the rotation until all four groups have visited all four stations and individually recorded their responses.

Have each group return to their original area. Give them several minutes to read the new information and check off the answers with which they agree. Ask each original group to report the top four or five responses in their focus area. These will be easily recognized by the check marks. Limit the reports to one to two minutes. All the information included on all flipcharts should be recorded and sent to all participants.

*Materials Needed:* Flipcharts, magic marker for every participant, masking tape, and timer.

*Number of Participants:* 10 to 40

## **Las Vegas Voting**

After the group has developed a list of activities or issues to be prioritized, explain that each participant has five (5) votes to distribute among the ideas on the list. Distribute sticky dots, for example, to each participant. They can weigh their votes in any way. They can place all five votes on one idea or any combination among the ideas. Participants should vote for the ideas they believe will be the best ones to consider and implement. If items on a list receive an even number of votes, a second round of voting should be done with three (3) votes per person. This will clarify the priorities because participants can't spread their votes around as much.

*Materials Needed:* Flipcharts, magic markers, sticky dots

*Number of Participants:* Almost any size group (10 to 100)