

## Strategic Planning

# SWOT Analysis

This lesson will help the group assess its context to prepare it to create an appropriate strategic plan.



**Time**  
1 hour

## Preparation

Identify a leader in the community and ask them to assemble a roster of people who should be involved in the planning process (ex. fishermen, board members, local government officials, etc.). Create an outreach plan with the leader to recruit participants. Print out enough copies of participant guide for all attendees. Make sure equipment can play “SWOT Analysis” elearning/video. Prepare flipchart and markers for brainstorming activities.



## Visual

Pull up the “SWOT Analysis” video.

## Orientation

Explain that over the course of the next few weeks, we’ll be putting together a strategic plan for the organization. A strategic plan will help guide our decisions on what projects to prioritize and how to carry them out. It will also help streamline any applications for grants and funding, and will make us accountable for our progress. A typical strategic plan consists of a mission statement, a vision statement, goals and objectives. Don’t worry too much about what these terms all mean; we’ll discuss each one in-depth at future meetings. Today, we’ll be focusing on creating a SWOT analysis. This analysis will help us “take the temperature” of our community and figure out what it most needs from us. It won’t be included in our formal strategic plan, but will help us make sure the plan is relevant and complete. Introduce brief video explaining the components of a SWOT analysis. After the video, hand out participant guides, saying that the content is basically the same in the video and the guide. Give a few moments for participants to review the guides.

## Demonstration

Complete quiz: is this a strength or an opportunity? a threat or a weakness? as a group. If technology is unavailable or unreliable, put each statement on a single flipchart sheet and decide as a group what it is.

## Key Points

Emphasize that strengths and weaknesses are internal factors, whereas opportunities and threats are external.

## Practice

Direct participants to their guides, where they will be brainstorming strengths, weaknesses, opportunities, and threats. Give them 10 minutes to brainstorm on their own, writing ideas down on their guides. After 10 minutes, go around the room, having each participant read out one strength, weakness, opportunity, and threat. Divide a flipchart sheet into quadrants and label one “strengths,” one “weaknesses,” one “opportunities,” and one “threats.” Record each contribution accordingly. When everyone has had a chance to speak, open the floor to the whole group for a more free-form brainstorm to fill in all four quadrants.

## Debrief

Pack up the flipchart sheet and tell the group you’ll type up the SWOT analysis. Distribute those statements to the group via email before the next meeting. Encourage them to send you any additions they come up with so the analysis can be as complete as possible.