

## #2

**Name: SWOT Analysis**

**Goal:** Identify the key internal and external factors that impact the functioning of a group or organization.

**Short Description**

*A SWOT Analysis is a well-known strategic planning tool to discover weaknesses and strengths of an individual, group or organization.*

**Step-by-Step Guidance**

The group defines and discusses as many factors as possible for each heading. Make sure that strengths and weaknesses should refer to internal aspects of the group or organization while opportunities and threats can be looked at as internal or external factors affecting them.

-> Alternatively, different subgroups in a workshop can conduct a SWOT analysis on their own to later compare similarities and possibilities with the others.

Based on the SWOT analysis, discuss what actions are needed:

« How can we use our strengths to avert threats or make use of the available opportunities? » « How can we deal with our weaknesses? »

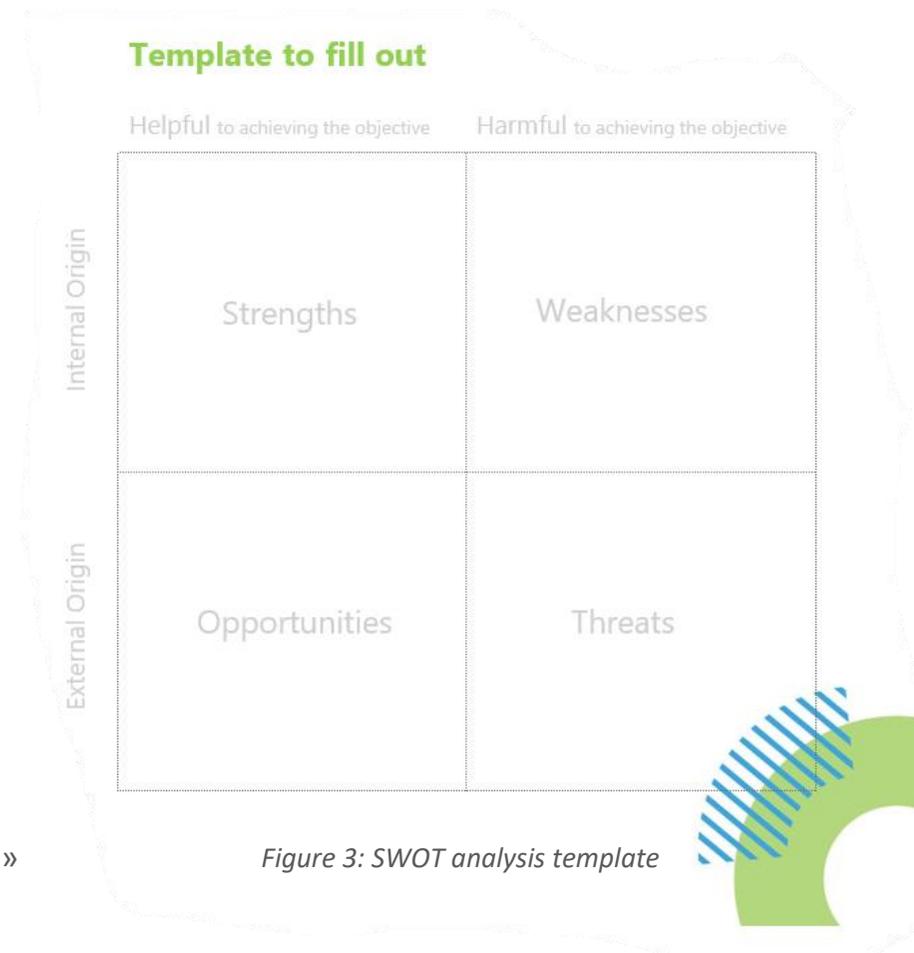


Figure 3: SWOT analysis template

