

SWOT ANALYSIS (COMBINED WITH INTEREST-GROUP ANALYSIS)

The SWOT analysis is a strategic analysis that can efficiently be used simultaneously with the interest-group analysis. A SWOT analysis is usually used as a tool for development and evaluation work, for example in the evaluation of the current state and activities of a target group or a group of players. The acronym SWOT stands for Strengths, Weaknesses, Opportunities and Threats, which form the sections of a four-cell grid. The idea is to start by filling those sections in a creative manner. Critical discussion of the strengths, weaknesses, opportunities and threats is allowed in the next phase, in which selections are made and further strategic actions agreed upon. The members of a group can each fill in the cells of the four-cell grid on their own, for example, after which the results are discussed in the group and a single common opinion is agreed upon. The analysis can be carried out also in pairs. The interest groups that are affected by the evaluation or development work should be analysed before the SWOT analysis is carried out.

<p>INTEREST-GROUP ANALYSIS (Identify the groups of players and the target groups that are the most relevant for the purposes of the evaluation.)</p> <p>— — — — — — —</p>	
	
<p>SWOT ANALYSIS (Use brainstorming to generate as many ideas as possible for the following four-cell grid.)</p>	
<p>Strengths (which can be built on)</p> <p>— — — — —</p>	<p>Weaknesses (which must immediately be corrected)</p> <p>— — — — — —</p>
<p>Opportunities (which can be benefited from in the future)</p>	<p>Threats (which must be considered when planning future actions))</p>