


<b>Name</b>	<b>SWOT analysis</b>
<b>Brief Description</b>	<i>It is a structured examination to identify a process, project or organization's internal strengths and weaknesses as well as any external/internal opportunities and threats</i>
<b>Methodology</b>	<p>This technique is designed for use in the preliminary stages of a project or a decision-making process and can be used as a tool for evaluation of its strategic position.</p> <ul style="list-style-type: none"> <li>• The facilitator will just go around asking the audience's inputs for each category (SWOT = Strengths, Weaknesses, Opportunities and Threat), collecting them in separate flipcharts.</li> <li>• Then, answers will be consolidated, merging duplicates if possible to simplify the list.</li> <li>• Those items in the list that need clarification will then be addressed by the audience in a moderated dialogue.</li> </ul>
<b>Estimated planning time needed:</b>	1-2h
<b>Objective</b>	intended to specify the objectives of the business venture or project and identify the internal and external factors that are favorable and unfavorable to achieving those objectives.
<b>Time estimated:</b>	30 min to 2h
<b>Composition of audience:</b>	Business audience suit this format
<b>Experience level required:</b>	Comparable level of experience among participants is envisaged
<b>Number of audience:</b>	<10
<b>Level of complexity and possible challenges</b>	Medium - The presenter should have good knowledge and organisational skills.
<b>Picture</b>	 <p>A photograph showing two individuals in a professional setting. On the left, a person with long dark hair, wearing a dark blue long-sleeved shirt, is holding a laptop and pointing at a whiteboard with a green marker. On the right, a man with short dark hair, wearing a light grey short-sleeved shirt, is looking at the whiteboard. The whiteboard is covered with handwritten notes and diagrams, including a SWOT matrix. The background is a plain wall.</p>
<b>Relevant sources</b>	D. Leigh(2009) SWOT Analysis, <u><a href="#">Handbook of Improving Performance in the Workplace: Volumes 1-3</a></u>