**DITAP In-Class Facilitator Guide**

**Module 3 Sprint 1**

**Session Title:** Solution Evaluation with SWOT Analysis  
**Date:** [Insert Date]  
**Time:** [Insert Start and End Time]  
**Location:** [Insert Location or Link]  
**Target Audience:** Federal acquisition professionals enrolled in DITAP  
**Facilitator(s):** [Insert Facilitator Name(s)]

### **I. Overview & Objectives**

In this session, learners use SWOT analysis to evaluate CRM integration options in the Cynuria case study **in Milestone 2**. The goal is to help learners think critically about trade-offs, make an informed recommendation, and sketch out a high-level integration and monitoring plan.

**Learning Objectives:**

* Use SWOT analysis to evaluate CRM solution paths
* Identify key trade-offs and decision points

Begin shaping an acquisition strategy based on discovery insights

### **II. Materials & Preparation**

**Materials:**

* Cynuria Case Study Milestone 2
* SWOT Analysis Template

**Pre-Read for Participants:**

* Read Cynuria Case Study Milestone 2

### **III. Session Agenda & Activities**

**Activity:** SWOT Analysis of Solution Paths  
**Time:** 60-75 minutes  
**Purpose:** Evaluate CRM options using structured analysis and case data

**Instructions:**

1. **Frame the Task (<5 min)** Read aloud the Milestone goal from the case:
   1. To complete this milestone, systematically evaluate numerous factors to make a decision that ensures alignment with your organization’s strategic goals and operational requirements. For example, you will assess the current state and needs, evaluate custom APIs, create a life cycle cost estimate and also analyze the Strengths, Weaknesses, Opportunities, and Threats (SWOT) of each option provided in the case below. Then make a decision and plan for integrating and monitoring the chosen solution and its performance.
   2. That’s a lot to tackle—let’s break it down step by step.
2. **Recap & Warm-Up Discussion (<5 min)**
   1. Before we jump into evaluating CRM options, let’s bring forward what we’ve learned so far. Ask the group:
      1. Who are the key players in this decision (Casey, Alex, Riley), and what are their top priorities or concerns?
      2. Based on your stakeholder analysis:  
          – What is Casey’s business need and current state?  
          – What are Alex’s integration concerns and technical constraints?  
          – What compliance or risk factors might Riley flag?
      3. Based on your market research plan:  
          – What types of solutions were you expecting to explore?  
          – What key assumptions or questions still need to be addressed?
3. **Small Group Work (15 min)**
   1. Each group should:
      1. Begin by reviewing your notes from Sessions 1 and 2. Add 2–3 key takeaways to your SWOT worksheet that should inform your evaluation of the options.
      2. Add to the “current state” summary
      3. Complete a SWOT analysis for each option
      4. Consider high-level cost implications
4. **Share Outs (15 min)** Invite groups to share:
   1. Strengths, weaknesses, risks, and alignment with agency goals
   2. Recommendation and rationale
5. **Make a Decision (5 min)**Teams select one option and justify their choice using discovery insights (stakeholder needs, readiness, constraints, risk appetite).
6. **Plan for Integration (10 min)** Teams sketch a high-level integration plan:
   1. Implementation steps
   2. Responsible roles and dependencies
   3. Timeline or rollout phases
7. **Plan for Monitoring (10 min)** Outline how the team will assess performance:
   1. Metrics or KPIs
   2. Feedback loops
   3. Risk monitoring and governance
8. **(Optional) Use the Madlib Template (10 min)** Provide teams with this prompt:
   1. After evaluating both options, our team recommends implementing **[Chosen Solution]** because it offers **[key advantage]**.  
      To integrate this solution, we propose **[brief integration plan]**, involving **[key partners]** and addressing **[challenges]**.  
      We will monitor performance by tracking **[indicators]** and reviewing outcomes every **[cadence]**.
9. **Full Group Debrief (10 min)**
   1. What influenced your team’s decision?
   2. Why might Casey’s team pick CRM over COTS? What trade-offs are involved?
   3. What would Casey’s team need to test or validate before finalizing this approach?

**Expected Outcomes:**

* Completed SWOT templates
* Well-reasoned solution choices
* Initial integration and monitoring strategies

### **IV. Next Steps / Follow-Up**

Ensure students are familiar with Milestones 3–5. Encourage them to capture relevant notes along the way.