

Detailed Instructions for Matching and Converting Discussions

Directions

Assign a (or continue with the same) Facilitator and Recorder

Direct Team to reflect on the combined SWOT factors listed on the SWOT Analysis Worksheet.

Start with the 4 Strength factors on the SWOT Analysis Worksheet

Ask: What Strength could we use to take advantage of an Opportunity?

Ask: What Opportunity could we match with a Strength that we could use to our advantage?

Recorder: Write the top 2 ideas on the SWOT Analysis Worksheet in the cell 'Opportunity-Strength Items'

Do not let the number of spaces on the Worksheet limit the number of ideas that emerge.

Keep these ideas in mind, using a Parking Lot or To Do List, for consideration at the appropriate time.

Repeat the same format for discussion to match internal Weaknesses with external Opportunities

Repeat the same type of discussion to convert a Weakness or Threat into a Strength or Opportunity

For a conversion, Ask: How can we restate this Weakness or Threat so that it becomes a positive (Strength or Opportunity)?

Facilitator Tips

Review the responsibilities of these roles as needed

Brainstorm. Think out of the box. Stretch your neurons! Be creative, imaginative. Look for ways to pair as many Strengths as possible in various combinations with Opportunities and vice versa.

Recorder uses chart paper to make a list of potential matches

Keep the discussion moving rather quickly

Setting a time limit (5 – 7 minutes) is helpful

Use 'Fist to 5' as needed to check for Consensus

The pairings are likely to bring to mind goals and strategies for your plan. Resist the temptation to develop goals at this point. Your plan will need additional components first.

See SWOT Analysis Worksheet for examples

Use Brainstorming and maintain a quick pace for the discussion.

Avoid taking time to 'admire' the problem

See SWOT Analysis Worksheet for examples