

# H4

## Hands-on (pt.I): co-design & networking

# SWOT Analysis (or COIN)

This exercise can work as an opening or closing exercise. It is useful for framing discussions at “problem-solving” meetings, or as a way to brainstorm aspirational steps toward a vision or as an opener to new possibilities. A version such as COIN can be applied – Challenges, Opportunities, Insights and Needs.



### TIMEFRAME

60 – 120 minutes



### GROUP SIZE

2 – 20 people



### FACILITATION LVL.

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### COMFORT ZONE

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## Use it to...

- Understanding the Strengths, Weaknesses, Opportunities and Threats
- Quickly assess a business, a product, a solution or a prototype



### MATERIALS AND OTHER REQUIREMENTS

- Pens/ markers
- Flipchart paper
- Stickies

## LEARN MORE

- [Session Lab](#)
- [Gamestorming](#)



# SWOT Analysis (or Coin)

## Walkthrough

### Setup

Create a four-square quadrant using four sheets of flipchart paper, one for each aspect of the SWOT: I) Weaknesses II) Strengths III) Opportunities IV) Threats

### Agree on scope.

Agree with your participants on the scope of the SWOT: what exactly will you be analysing and toward which goals will you evaluate your strengths, weaknesses, opportunities and threats.

### Strengths: Generate ideas

Ask the players to take a few minutes and quietly generate ideas about the strengths their project/organisation has and write them on post-it notes, one idea per post-it note. Invite participants to stick their notes on the Strengths quadrant. If any idea is unclear, ask the person to clarify. Mention that they may relate their ideas to ones already posted in the case that they have duplicate, related, or similar ideas.

### Weaknesses, Opportunities & Threats

Continue idea generation for the other 3 quadrants: Weaknesses, Opportunities and then Threats.

### Cluster post-its

Review each quadrant and with the players' collaboration, sort the ideas based on their affinity to other ideas. For example, if they produced three post-it notes that say "good sharing of information", "information transparency", and "people willing to share data", cluster those ideas together. Create multiple clusters until you have clustered the majority of the post-it notes. Place outliers apart from the clusters but still within playing range.

### Discuss and name titles clusters

After the sorting and clustering are complete, start a group conversation to create a broad "title" for each smaller cluster. For example, a "title" for the above-mentioned cluster might be "Communication". As the group makes suggestions and agrees on categories, write those categories in the appropriate quadrants.

### Wrap-up.

Summarize the overall content created in the conversation and ask players to discuss the implications.



## DOs, DON'Ts & BE AWARE

- ! You may opt to do the silent individual brainstorming for all four quadrants first before posting notes. On one hand, this makes the process more repetitive, but on the other hand, it can reduce the influencing effect of previous quadrants' ideas on following ones.