

4.2.3. Tools and techniques to use in a co-creation process

Name of the technique: SWOT analysis



Minimum number of participants:	3
Maximum number of participants:	8

What is a SWOT analysis?

A SWOT analysis or Strengths-Weaknesses-Opportunities-Threats analysis is a method to analyse the strengths and weaknesses, opportunities and threats. This is an interesting exercise to make at the start of the GEP process, from the point of view of gender equality within your institution, or even departments / faculties. The SWOT analysis serves as a source of inspiration to fine-tune vision and goals, but also to be realistic in the approach to improve the situation (defining the priorities of the GEP).

How to use a SWOT?

Using a poster is recommended. This allows to make the SWOT a collective exercise with participants of a workshop. Sticky notes are best used, as they can be put in a ranking order or cluster, or even moved around. Indeed, an issue can often be considered both as a strength and as a weakness, depending on point of view.

Sticky notes also allow participants to start an individual reflection, then share their first ideas, while the facilitator collects the sticky notes and other participants react (expressing their dis-/agreement, whether they had the same or a similar idea).

Strengths and weaknesses are internal factors that create value or (on the contrary) destroy value. These factors may be resources, knowledge and skills, attitudes, location, internal culture, ways of doing things, etc.

Also consider the opportunities and threats. Those are external factors over which the organization has no control, but which nevertheless affect the organisation. Examples include legislation, trends, the political climate, economic factors, etc.



What to do with a SWOT?

First of all, performing a SWOT as a group helps to set the scene, to create a common understanding among participants. It is a rather long exercise to do (one hour typically), but an effective warming-up of the group before moving to more creative work.

A first level of working with the SWOT is to analyse it as it stands:

- Investigate how identified strengths came about, how to retain them, and how to raise all the departments in the organization to the same strong level.
- Examine the weaknesses and find out how to improve them.
- Although the opportunities and threats might be beyond control, one can still respond to them and use them as a leverage.

The SWOT, when finalised, can also be used as a brainstorming tool to generate ideas for solutions. The technique is to look at the weaknesses and to brainstorm on how they could be transformed into a strength. The same can be done with the threats: how can a threat be transformed into an opportunity?



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