

## SWOT Evaluation Process

Strengths, Weaknesses, Opportunities, Threats

“SWOTting” is a post-event evaluation process. Ideally, the SWOT facilitator had nothing to do with the event.

Time – Allow at least one hour

Purpose – For people to be heard, group buy-in, evaluation of event

Preparation – If someone is unable to attend ask them to email their ideas ahead of time so ideas can be incorporated, and they will feel included

Materials – Chart paper, markers (dark colors are best), ¾” round dots – variety of colors

Facilitator – Only facilitates, doesn’t give input

### PRAY IN

Rule #1 – Don’t take it personally. Someone may have cut himself or herself badly as a child, bled a lot and has avoided the color red ever since then. We decide to paint the building red – it’s their stuff.

Rule #2 – Address comments to the facilitator, not to another in the group.

Rule #3 – Use “I” statements. I.e. “I was sad it ended early.”

Rule #4 – What one sees as a strength another might see as a weakness. I.e. Small attendance

Rule #5 – Do not justify. No comments on what has been said. I.e. “I was disappointed that we didn’t get enough instruction.” No one is to respond, “I didn’t have time to call you beforehand.” Just listen.

1. Strengths: What were our strengths?
2. Weaknesses: What were the weaknesses?

4. Threats: If we're not vigilant, what could go wrong?

3. Opportunities: How could this be better next year?

#4 (Threats) is processed before #3 (Opportunities) so the process ends on a positive note.

Final Considerations:

1. Give everyone two dots. Go to WOT's (no "S") and say, "What are the two areas that most catch your attention? Put a dot on them." Have attendees pair up, and pray for those things right then and there. Each person will pray for the areas they personally noted with dots. This enables them to be part of the process of healing what they are most concerned about.
2. If sadness or anger emerges, finish the process and take a break. Then come back and ask, "What came up for me during the SWOTting?" Sometimes the value is simply that we shared.
3. Bring the group back into a prayerful state. Ask if there's anything more that needs to be said. If so, include it.

Scribe - Ask someone to write down the notes from the chart paper, type them up and email them to facilitator. Facilitator will email them out to attendees. Scribe should also note those present and those who gave email feedback. The purpose of having the scribe send them to the facilitator is so the facilitator can check them for unbiased accuracy before they are sent out to the group.

PRAY OUT