

SWOT ANALYSIS



Purpose

The purpose of the activity is to identify strengths and weaknesses of the participants and to state the opportunities and threats that they could face about their learning experience.

Preparation



Material

option 1: Poster (A1 format) for each table, markers, pins
option 2: Poster (A1 format) for each table, markers, colored sticky notes / post-its



Room

group tables with 4 students, poster (A1 format) put in the middle of each table, place to stand or sit around the tables, opportunities to present poster in plenary session (e.g. movable board)



Duration

about 90 minutes (adaptable according to personal experience during the process)

- for each group working on the SWOT (20-30')
- discussion in plenary (40-60')



Target group

student teachers, student teachers in internship, students



Setting

S-PLCs in seminar or internship



Application

beginning / middle / end of the S-PLC work

Description of the Activity

1. The lecturer explains the method and asks the students to fill in the SWOT analysis posters (strengths, weaknesses, opportunities, threats). Example of the SWOT analysis (see Template 2).
2. Participants of the group sit / stand around a table or sit on the floor. Each group fills in the SWOT analysis report on the poster (A1 format).
3. The group discusses for about 20-30 minutes and fills in the SWOT analysis, writing down all of the aspects that each student expresses.
4. At the end, all groups come together. At first, they will have the opportunity to present their SWOT analysis to each other and then they are asked to find the similarities and differences of each group.
5. The teacher trainer closes the session based on the discussion. He / she refers to the ways that the student teachers could deal with their threats.

Additional Information



Alternative

The swot analysis can be carried out on a specific topic (communication, interaction, work efficiency etc.) within the framework of the S-PLC work or with a view to the entire process of cooperation.



Learn more

- Jackson, S. E., Joshi, A. & Erhardt, N. L. (2003). Recent Research on Team and Organizational Diversity: SWOT Analysis and Implications. *Journal of Management*, 29(6), 801-830
- Jen o, M & Lysa, L. (2018). Evaluation of a work team strategy by using the SWOT analysis. *Quality - Access to Success* 19 (165), 39-44

Template1 *SWOT Analysis (blank)*

TEMPLATE 1: SWOT-ANALYSIS

↓ INTERNAL Perspective ↓			
POSITIVE	STRENGTHS Things we have that are good OR work well. <ul style="list-style-type: none"> • What did we do right? • What resources did we have? • What were the advantages? 	WEAKNESSES Things we do not have OR do not work well. <ul style="list-style-type: none"> • What could be improved? 	NEGATIVE
	OPPORTUNITIES Factors that may help to achieve our goals. <ul style="list-style-type: none"> • What opportunities are there already in the environment that we can benefit from? 	THREATS Factors that may be barriers to achieve our goals <ul style="list-style-type: none"> • What obstacles usually appear and must be overcome that we can benefit from? 	
↑ EXTERNAL Perspective ↑			