



Gather Gender-Specific Information on the Current Situation

Activity 2.4: Exploring and Prioritizing the Strengths, Weaknesses, Opportunities and Threats

Objectives:

- Understand and validate the strengths, weaknesses, opportunities and threats.
- Determine the impact of prioritizing the gender-related social and behavioral determinants would have on achieving the program's vision.
- Prioritize the strengths, weaknesses, opportunities and threats.
- Develop a draft action plan for addressing the strengths, weaknesses, opportunities and threats.

Preparation:

Review the **key concepts** and **background research** to be sure your team has a good understanding of **behavior change and gender** and is aware of the gender-related social and behavioral determinants.

Gather the following program documents to help you go through this activity:

- Current strategy or marketing plan
- Formative research results (if available)
- Monitoring and evaluation results (if available)
- Other programmatic documents
- Activity Template (see below)
- Relevant resources from the I-Kit

Be sure you have enough copies of any templates, handouts or resources needed for this activity. Consider printing the **Gender-Related Social and Behavioral Determinants Handout** from the step page to use as reference during the activity.

Expected Outcome:

Understanding of the strengths, weaknesses, opportunities and threats in achieving your gender transformative vision.

Purpose:

The purpose of this activity is to guide you on how to conduct a SWOT analysis, apply the gender-related social and behavioral determinants and prioritize those Strengths, Weaknesses, Opportunities and Threats that will have the greatest impact in achieving your vision.

Introduction:

A SWOT Analysis is a technique that helps a program understand the strengths, weaknesses, opportunities and threats to a program. It is a tool that can help a number of factors including gender equality. Conducting a SWOT analysis helps a program discover assets, abilities and opportunities available for accomplishing its gender transformative vision. A SWOT analysis also reveals weaknesses and threats to success, which allows the program to manage or eliminate barriers to gender equality.

As an analysis tool, you can use SWOT to identify positive forces that will help you achieve gender equality, and to reveal potential problems that need to be addressed. The SWOT analysis should highlight actions that will help the program reach the gender transformative vision.

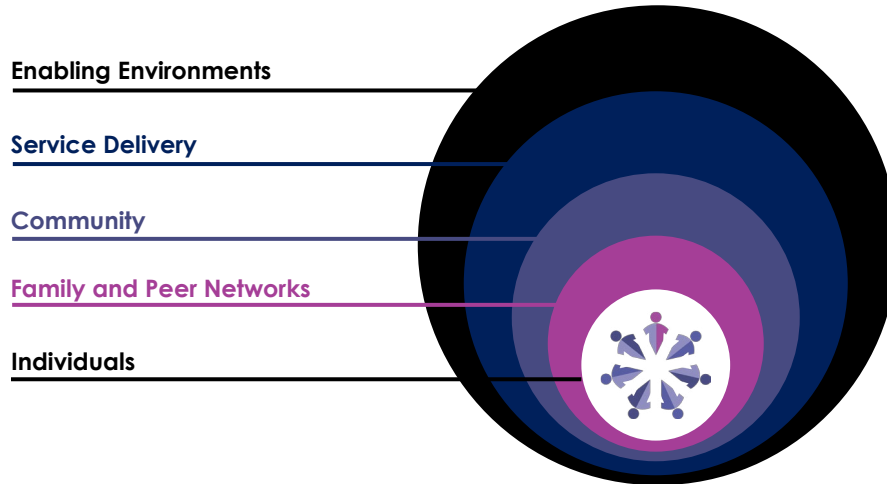
A program does not have enough resources to nurture every strength, minimize every weakness, seize every opportunity, or eliminate every threat identified. It is important to act strategically on the results of the SWOT analysis. The program team must prioritize actions by judging how important the gender-related social and behavioral determinants are to accomplishing the vision and how difficult it is to carry out.

Using the results from the SWOT analysis, you can prioritize actions and determine how the program can:

- Build on key strengths
- Minimize key weaknesses
- Capitalize on key opportunities
- Deal with or avoid key threats

Instructions to complete this activity:

To understand gender-related behavioral determinants, it is important to consider strengths, weaknesses, opportunities and threats within each level of the **Socio-Ecological Model**, including the individual, family and peer, community and social and structural levels.



Key Steps:

1. As a group, review your current situation, program and audience analyses. Look for information on Strengths, Weaknesses, Opportunities and Threats. At each level of the **Socio-Ecological Model**, identify strengths, assets or abilities that can be used to advance your gender equality efforts. Then, identify all the weaknesses and limitations at each level of the Socio-Ecological Model that could hinder your ability to address gender inequalities. Record this in the template provided.

When identifying **strengths** and **weaknesses**, consider the following factors:

- Knowledge at the individual and community level
- Leadership within the community
- Skills of men and women in the community
- Social support
- Policies and regulations
- Beliefs
- Norms
- Networks and social capital
- Services available
- Influence of peers and family
- Education and economic practices

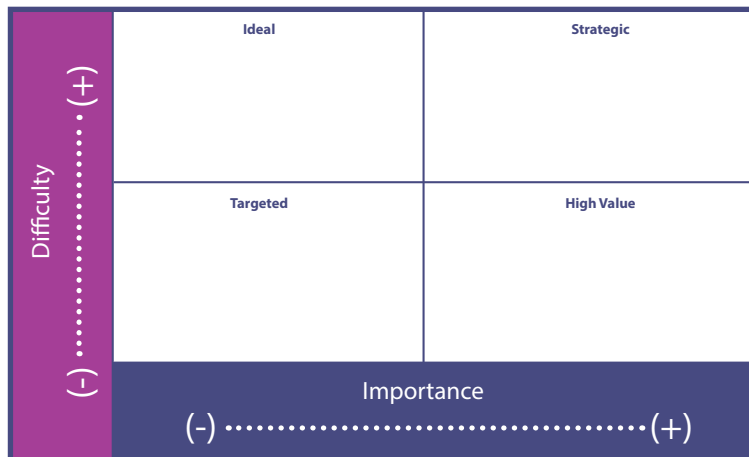
	Individual		Family and Peer	Community	Service Delivery	Social and Structural
	Women	Men				
Strengths						
Weaknesses						
Opportunities						
Threats						

2. Think about **opportunities** for advancing gender equality that your program could take advantage of at each level of the **Socio-Ecological Model**. Consider what other programs are already doing and where collaboration could take place. Think about training, funding, political and community opportunities coming up.
3. Brainstorm potential **threats** to achieving gender equality at each level of the **Socio-Ecological Model**. It may be useful to return to the weaknesses identified earlier and exaggerate their seriousness; ask yourself, "What will happen if this problem is not solved"?
4. Review the SWOT Analysis Table your team created. Form four groups – one for each level of the **Socio-Ecological Model** (individual, family/peer, community and social/structural). If the team is not large enough to divide into groups, analyze the levels together. Each group discusses the strengths,

weaknesses, opportunities and threats for its assigned level. Groups brainstorm possible actions to address those strengths, weaknesses, opportunities and threats. Then, group members prioritize actions using the following two criteria:

- How important is this activity to achieving our vision?
- How difficult would this activity be to implement?

Use the matrix provided in the template section of this activity.



The **Ideal** quadrant represents those actions that may be the dream of everyone to realize, but the level of difficulty to implement them is high.

The **Strategic** quadrant represents those actions that are of great relevance for the program, those that are really going to have an impact and make a difference, but their implementation involves a high level of difficulty.

The **Targeted** quadrant represents those actions that are well defined and although their relevance is not high, can easily be implemented.

The **High Value** quadrant contains actions of great significance and importance to the program and whose difficulty of realization is manageable.

5. Draw or paste the matrix on a flipchart and provide group members with colored cards. Groups should write one proposed action per colored card and place them in the appropriate quadrant. When the groups have finished prioritizing actions, each level presents its results. The larger group discusses and validates the priorities.

Priority Action	Responsible	Due Date

6. Once the priorities are set, the group can begin to develop an action plan that details what actions will be taken, who is responsible and when it should be accomplished.

This activity was adapted using the following resources:

Johns Hopkins Carey Business School (2015). Design Thinking for Innovative Problem Solving Course.



Template 2.4.1: SWOT Analysis Table

	Individual		Family and Peer	Community	Service Delivery	Social and Structural
	Women	Men				
Strengths						
Weaknesses						
Opportunities						
Threats						



Template 2.4.2: Priority Map

