



GoWall Best Practices: Template Guides **Basic SWOT Analysis**



This guide will help you run a successful [SWOT Analysis Meeting](#) using an existing SWOT Analysis Template that is instantly accessible within GoWall.

V 1.0

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Instructions for running your 'SWOT Analysis' meeting.

About SWOT Analysis

- SWOT Analysis is a technique focused on identifying factors (Strengths, Weaknesses, Opportunities, Threats) affecting success of the organization or any other evaluated system (such as a product, process, or initiative).
- Results are used to inform decision-making, planning, and problem solving.
- The SWOT In-App Template, accessible on the next page, focuses on the four topics used for group ideation in the SWOT analysis.

 Note: Every Best Practices Template in GoWall includes an 'Action Item' topic and a 'Meeting Feedback' topic.

SWOT Analysis Requirements



Skill Level:
Basic



Pre-Meeting Preparation Time:
5 - 15 minutes



Estimated Actual Meeting Time:
60 - 90 minutes



Works Best for these Meetings:
In-Person, Remote, Hybrid



Suitable for Asynchronous Meetings:
Yes

SWOT Analysis Resources



Read more about SWOT Analysis:
[Click Here](#)

[2.0 Access your Template](#) 

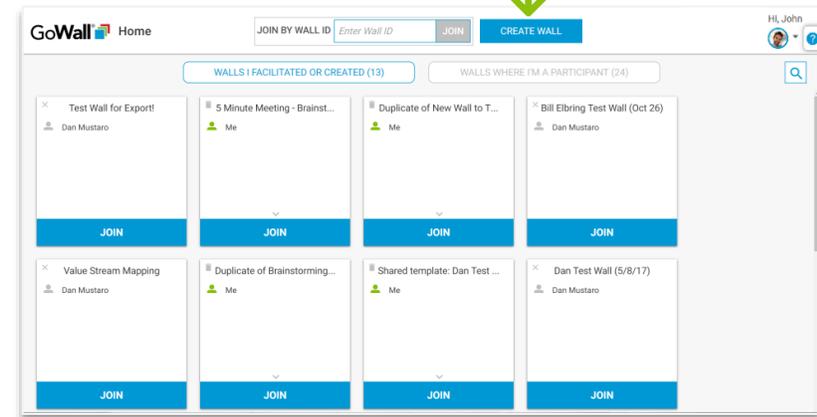
2.1 Login to GoWall

- Go to www.gowall.com, select 'Login', and login to GoWall.



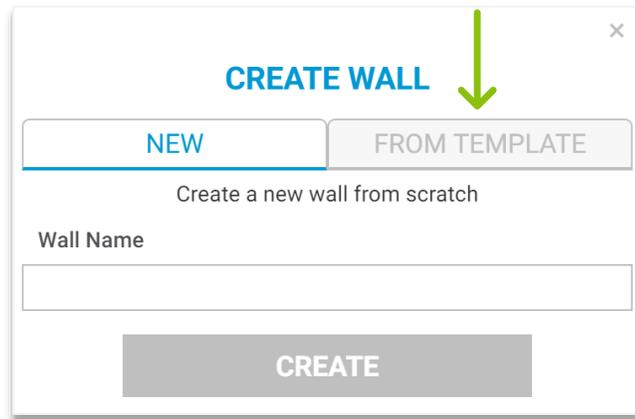
2.2 Select 'Create Wall'

- From the 'Home' screen, select 'Create Wall'.



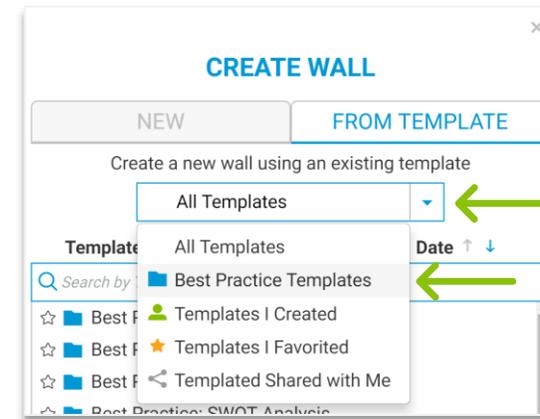
2.3 Select 'From Template' tab

- On the 'Create Wall' pop-up, select the 'From Template' tab.



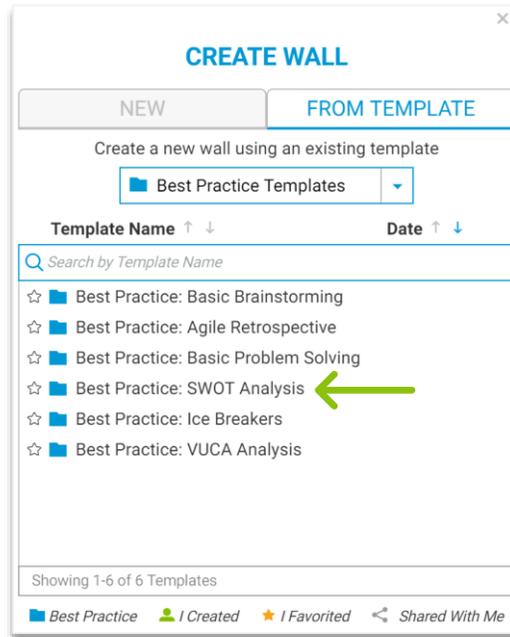
2.4 Select 'Best Practice Templates'

- Open drop down menu and select 'Best Practice Templates'.



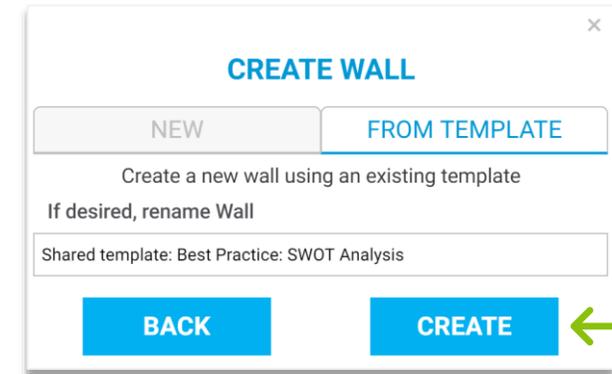
2.5 Select your Template

- Select 'SWOT Analysis' from the Best Practice templates.



2.6 Select 'Create'

- Select 'Create' to add this template to your Walls.

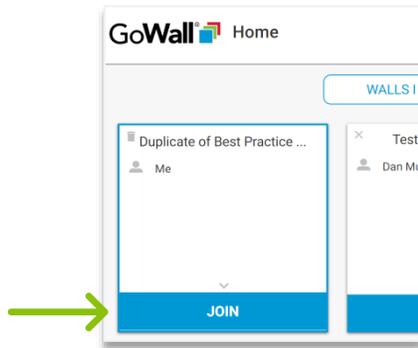


3.0 Before the Meeting



3.1 Join your Wall

- Join the Wall you just created in '2.0 Access your Template'.



3.2 Go to Setup

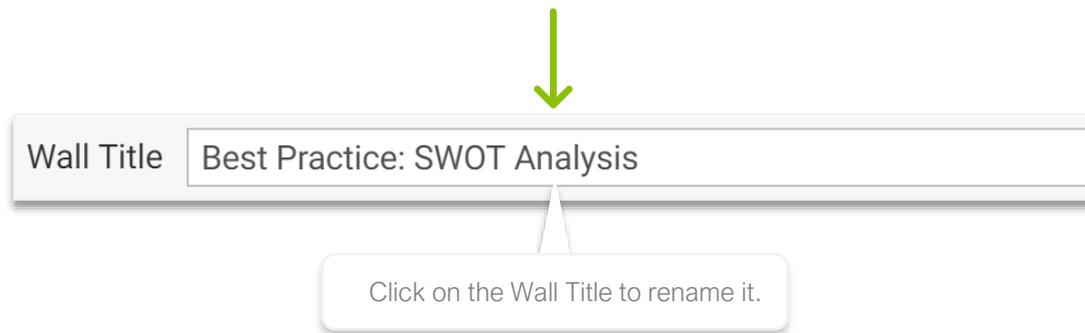
- Select the 'Setup' icon.



As a Best Practice, we recommend you identify your meeting objectives and how they may impact your specific Wall Setup.

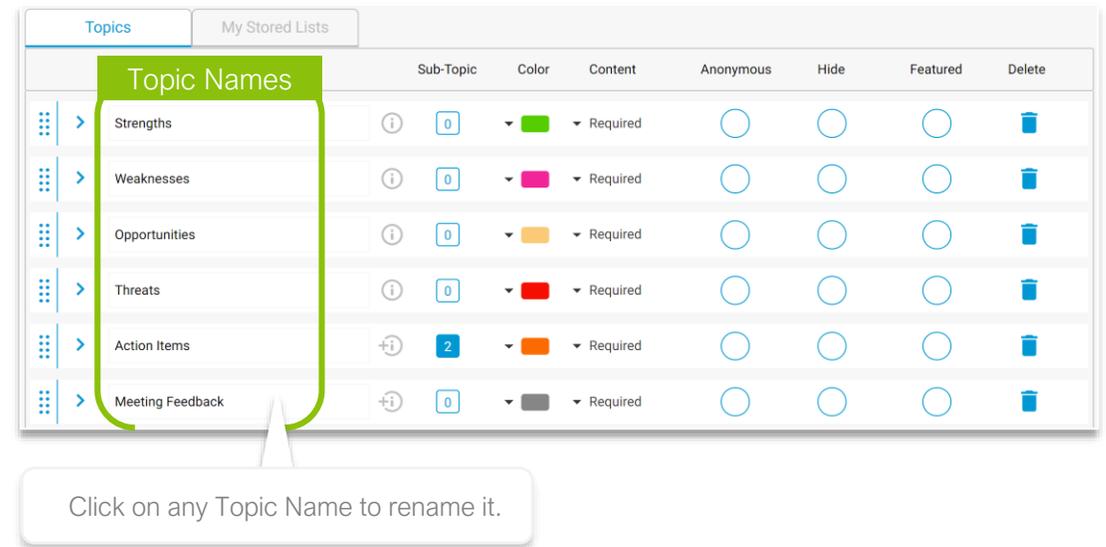
3.3 Review Wall Name

- If desired, rename your Wall.



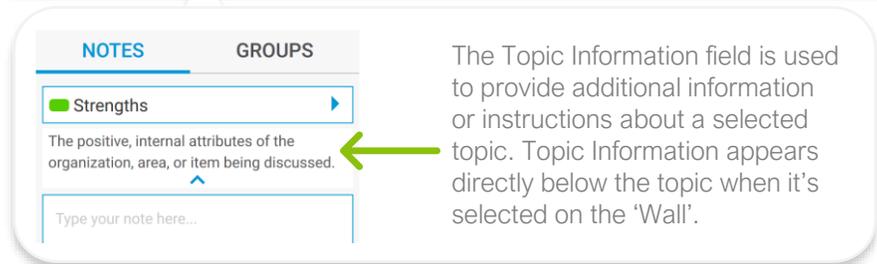
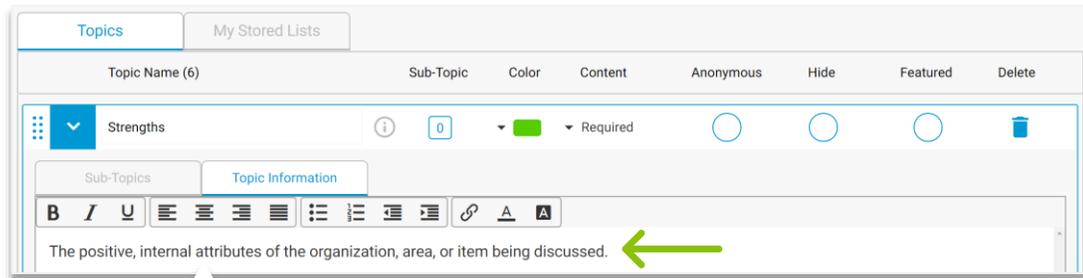
3.4 Review Topic Names

- If desired, rename your Topics.



3.5 Review Topic Information

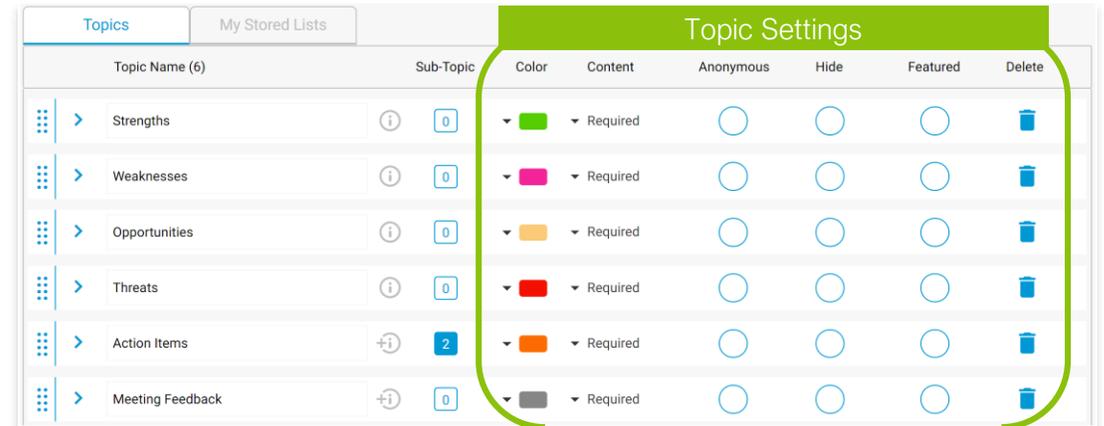
- If desired, update the Topic Information for each topic.



The Topic Information field is used to provide additional information or instructions about a selected topic. Topic Information appears directly below the topic when it's selected on the 'Wall'.

3.6 Review Topic Settings

- If desired, update the topic settings.



3.7 Invite People

- When you're ready, invite people to your Wall.



Copy Link

This button automatically creates a shareable hyperlink to join your Wall. You can paste and share this hyperlink in email, IM and more. When Users click on this link, they will be prompted to 'Log In' (or 'Sign Up' for a new account) to join your Wall.



As a Best Practice, we highly recommend you review the next section, 'Running the Meeting', before you start your meeting.

4.0 Running the Meeting →

4.1 Start your Meeting

- Welcome Participants
- State Purpose
- Share Objectives
- Review Agenda

Legend

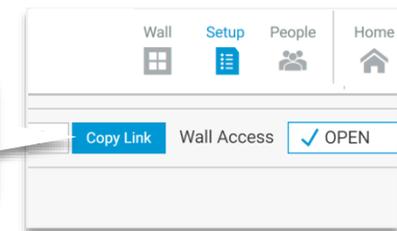
-  Within GoWall App
- Independent of GoWall App

4.2 Introduce GoWall

- Introduce GoWall
-  Provide GoWall Access*
-  Share GoWall Basics

 Note: If Web-Conferencing is being used, distinguish GoWall as a distinct app launched in a separate tab or window.

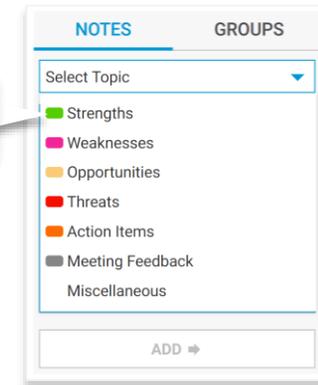
* Provide GoWall Access by using 'Copy Link' to create a shareable hyperlink to your Wall that you can paste and share in emails, instant messages and more.



4.3 Capture Input

- Ask Participants to select 'Strengths' Topic*
- Have Participants Add Notes
- Encourage Participants to Comment on Existing Notes**

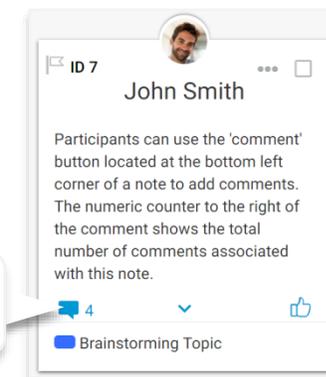
* Ask Participants to select the 'Strengths' Topic from the 'Select Topic' dropdown menu.



4.4 Refine & Analyze Input

- Review Notes and Discuss Results

** Encourage Participants to add 'Comments' to specific notes during review and discussion.



Note: Repeat the above steps (4.3 and 4.4) as needed until all Topics have been reviewed.

4.5 Close your Meeting

- Assign Action Items*
- Request Meeting Feedback
- Review Next Steps and Close Meeting
- Export GoWall Notes**

* Assign action items using the 'Action Items' topic. Similarly, ask for meeting feedback using the 'Meeting Feedback' topic.

** Instantly Export GoWall Notes to Excel for immediate distribution.

Additional Resources



GoWall How-To Guides:
[Click Here](#)