



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](#) 

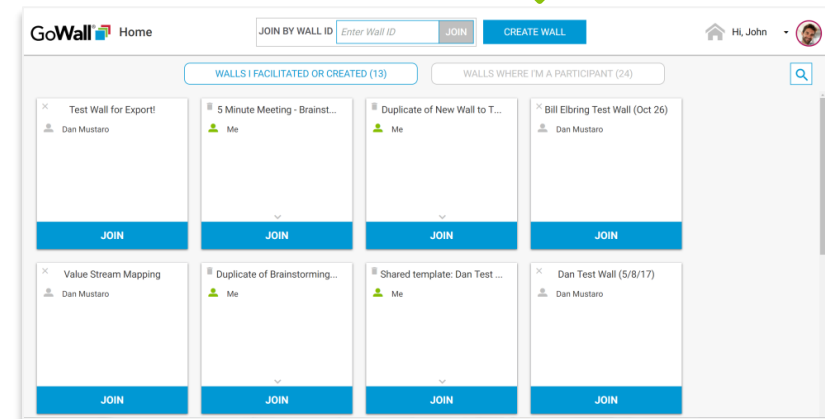
2.1 Login to GoWall

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



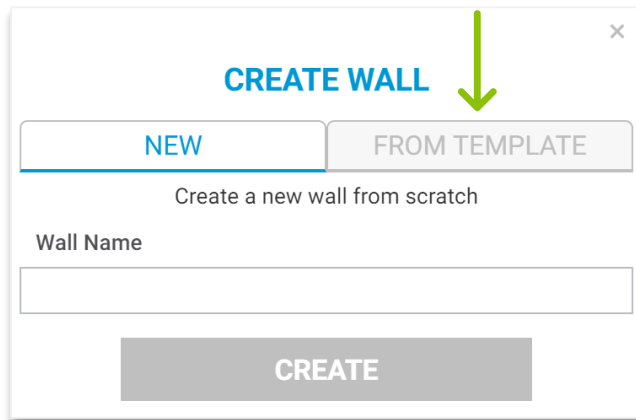
2.2 Select 'Create Wall'

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



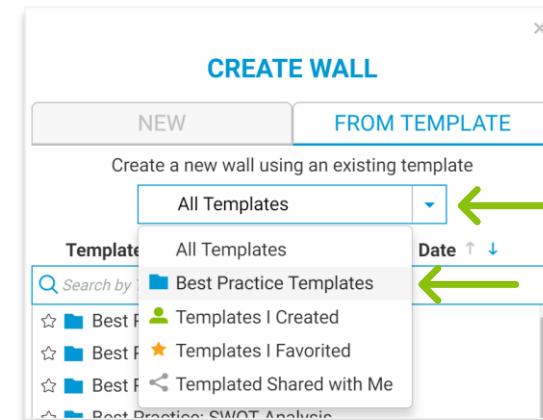
2.3 Select 'From Template' tab

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



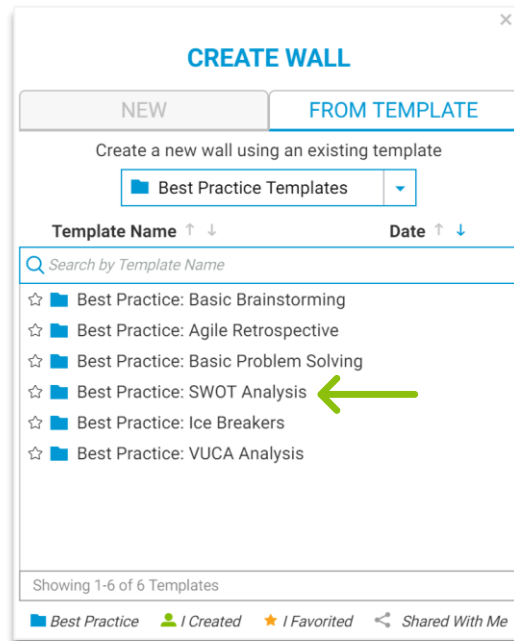
2.4 Select 'Best Practice Templates'

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



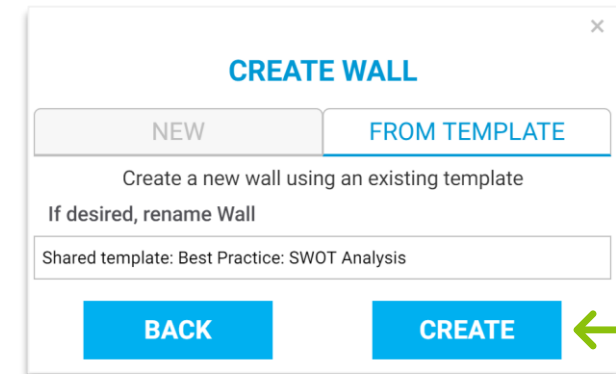
2.5 Select your Template

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



2.6 Select 'Create'

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

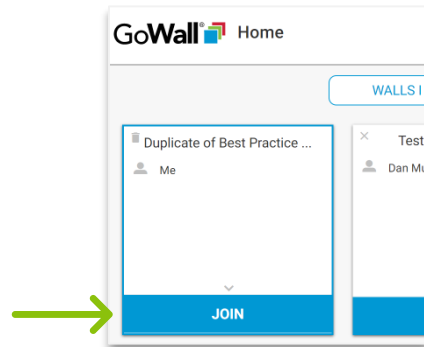


3.0 Before the Meeting



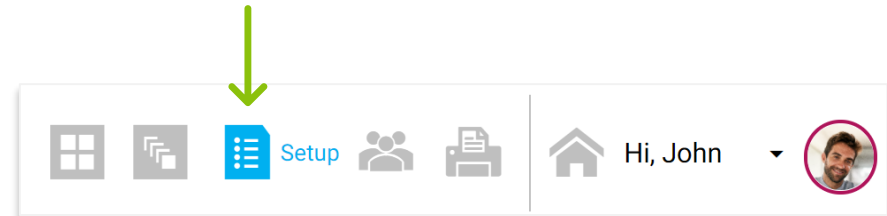
3.1 Join your Wall

- 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.

Wall Title Best Practice: SWOT Analysis

Click on the Wall Title to rename it.

3.4 Review Topic Names

- If desired, rename your Topics.

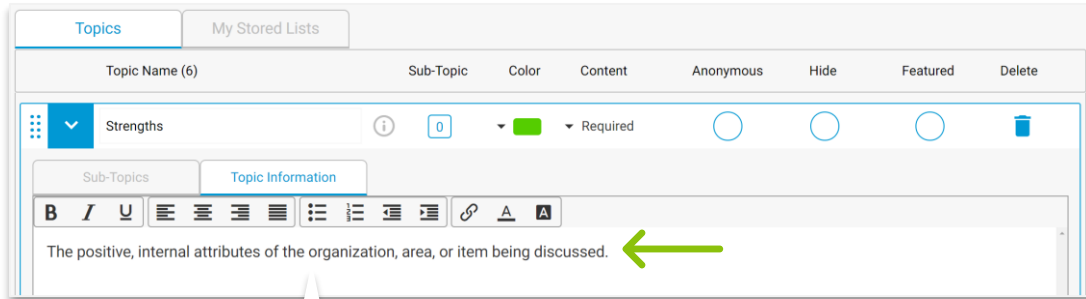
	Topics	My Stored Lists		Sub-Topic	Color	Content	Anonymous	Hide	Featured	Delete
	>		Topic Names	Strengths	Green	Required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
	>			Weaknesses	Pink	Required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
	>			Opportunities	Orange	Required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
	>			Threats	Red	Required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
	>			Action Items	Dark Orange	Required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
	>			Meeting Feedback	Grey	Required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Click on any Topic Name to rename it.

[Read more](#)

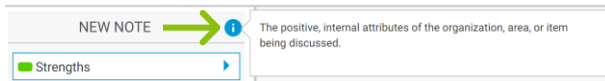
3.5 Review Topic Information

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



GoWall Best Practice: SWOT Analysis

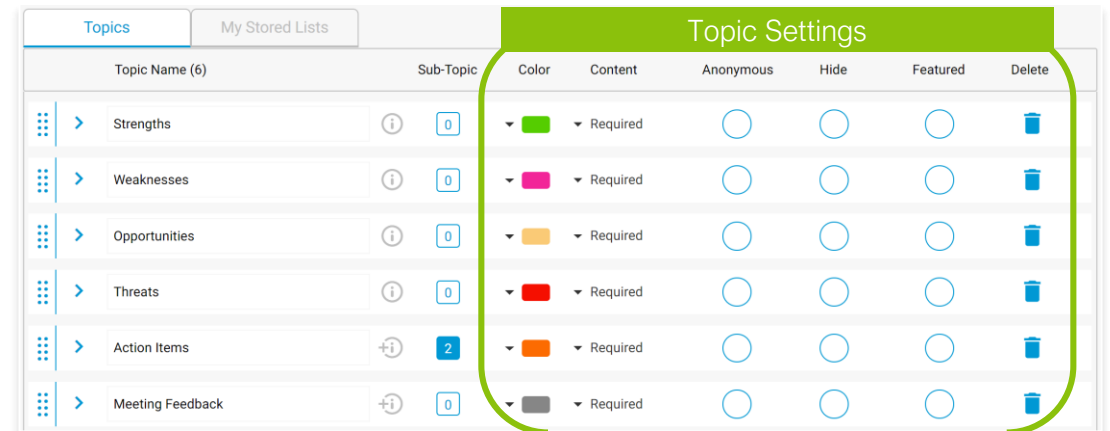
2 people (1 present)



The Topic Information field is used to provide additional information or instructions about a selected topic. Topic Information appears next to the 'i' icon on the 'Notes' screen.

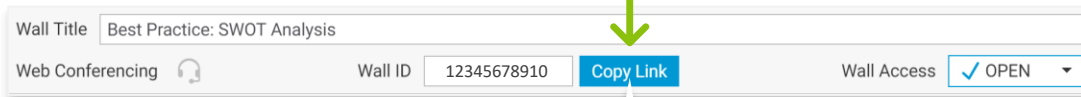
3.6 Review Topic Settings

- 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

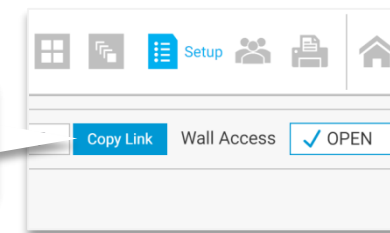
- Within GoWall App
- Independent of GoWall App
- Read More

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.

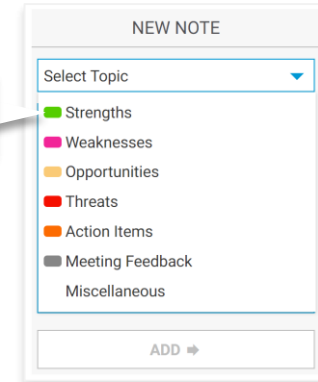
* Provide GoWall Access by using 'Copy Link' to create a shareable hyperlink to your Wall that you can paste and share in emails, instant messages and more.



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.

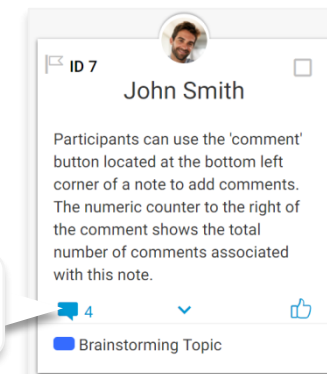


4.4 Refine & Analyze Input

- Review Notes and Discuss Results

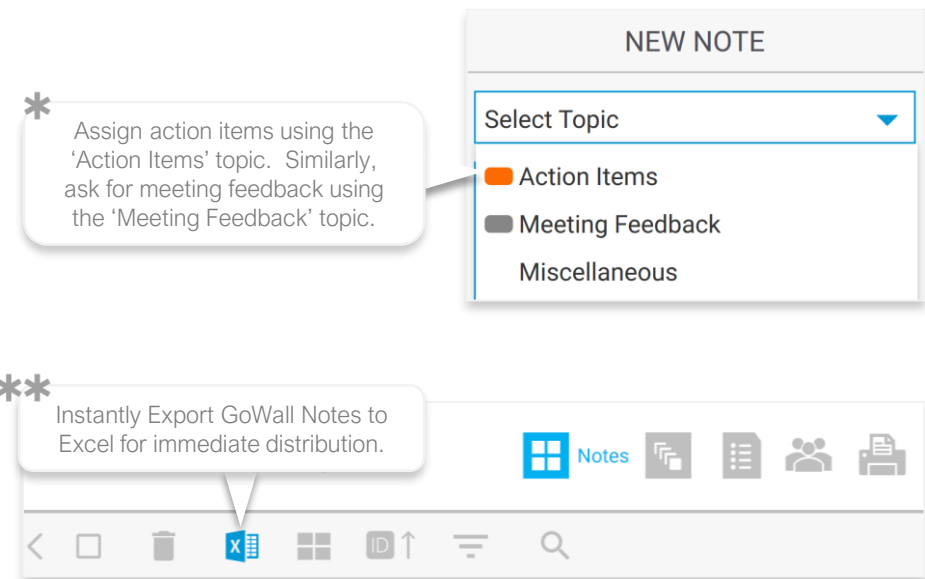
Note: Repeat the above steps (4.3 and 4.4) as needed until all Topics have been reviewed.

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



4.5 Close your Meeting

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



Additional Resources



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