

## SWOT analysis

### Addressing GWP's 8 focus areas for action from the Strategy Mid-Term Review

The 2011 GWP Strategy Mid-Term Review recommended eight *focus areas for action* under the present Strategy period through to 2013:

1. Defining the role of IWRM in addressing today's global challenges
2. Increasing Partners' ownership and engagement with GWP
3. Using a results-based planning, monitoring and evaluation approach
4. Stepping up global and regional fundraising
5. Energising the *Technical Function*
6. Energising the *Communications Function*
7. Reviewing GWP's governance structure
8. Setting the stage for the next Strategy: 2014-2019

**Objective:** To examine these focus areas through facilitated roundtable workshop discussions (*World Café* style) during the 2012 GWP Regional Days identifying the strengths and weaknesses of the GWP Network in the context of today's opportunities and threats – i.e. a facilitated SWOT analysis.

**Outcome:** To 1) provide recommended actions for each focus area and 2) contribute to setting the stage for the next Strategy period.

GWP's over-arching *legitimacy, authority and effectiveness* is derived from the Strategy and its vision and mission supported by its *guiding principles* and *core values*<sup>1</sup>.

Each of the core competencies of Global Action Networks<sup>2</sup> can be described in terms of three *qualities*:

1. *Knowledge*: the facts and understanding which provide the basis for the competency.
2. *Skills*: the talent and application of knowledge in an effective way to enable the competency to flourish. This can be a technical skill such as the use of a type of *software*, or an interpersonal skill such as *diplomacy*.
3. *Attributes/behavioural qualities*: These are about the ability to carry out relevant *actions* in support of the specific competency.

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<sup>1</sup> GWP Strategy – 2009 to 2013

<sup>2</sup> Waddell, Steve. 2011. Global Action Networks – creating our future together. Bocconi University Press. pp. 142-195.

**SWOT Analysis:**<sup>3</sup> a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project, programme or venture. It involves specifying the objective of a venture or organisation and identifying the internal and external factors that are favourable/helpful and unfavourable/harmful to achieve that objective.

## SWOT ANALYSIS



### Detailed Programme

Time	Subject
1400	<b>Introductions:</b> <ol style="list-style-type: none"> <li>1. Background/mandate– John Metzger</li> <li>2. Explain process – Anton Earle, overall facilitator:</li> </ol>
1430 with 30 minute break	<b>6 table rotations of 20 minutes each:</b> <ul style="list-style-type: none"> <li>• First 2 rotations focussing on <u>Strengths and Weaknesses</u> – internal</li> <li>• Next 2 rotations focussing on <u>Opportunities and Threats</u> – external</li> <li>• Last 2 rotations focussing on <u>Recommendations</u></li> </ul>
1700	<b>Reporting back</b> – Anton Earle facilitating <ul style="list-style-type: none"> <li>• 8 reports x 5 minutes each + 20 min to wrap-up</li> </ul>
1800	<b>Meeting close</b>

<sup>3</sup> [http://en.wikipedia.org/wiki/SWOT\\_analysis](http://en.wikipedia.org/wiki/SWOT_analysis)