



strategic  
planning

consensus  
building

SWOT  
analysis

visioning  
process

focus groups

open houses

The stakeholder group facilitation process may involve a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. This strategic process allows our staff to identify the community strengths, weaknesses, opportunities and threats. Properly planned and facilitated, the SWOT provides a deeper view of the diversity of attitudes within the community and helps our team of experts identify consensus areas. In consultation with agency staff, our impartiality as moderators helps to engender trust among participants. Sometimes these sessions are videotaped. This allows agency personnel to view the session without interrupting the process. After the visioning process concludes, our staff analyzes the results and prepares a report that summarizes the information collected. Such written reports contain the vision and the guiding principles identified by the stakeholder group. In turn, these become the backbone guiding the goals and policies of the plan.