

SWOT Processes

Continuum

GROUP CHARACTERISTICS

- Group values already coalesced to form shared perspectives.
- Shared perspectives are:
 - In alignment with SWOT processes.
 - Consistent with other relevant mission statements, goals, & objectives.

IMPLICATIONS FOR SWOT ANALYSIS

- Most likely, SWOT technique-based issues will be the major concern in decision-making.
- Behavioral issues and difficult decision-making processes are probably unlikely.

GROUP CHARACTERISTICS

- Values & perspectives significantly differ across group members. Some members have especially deeply held values & beliefs.
- The group's or some members' values & perspectives:
 - May not align with SWOT processes.
 - May not align with other relevant mission statements, goals, & objectives.

IMPLICATIONS FOR SWOT ANALYSIS

- SWOT technique-based issues could be the major concern in decision making, but ...
- The group is more likely to encounter more more difficult decision dynamics.