

# SWOT Analysis Training —Design Document

## Business purpose:

Organization Y provides business development support for entrepreneurs and small businesses. Many small business owners have had limited opportunities or training in strategic planning. To help business owners build strategy, a series of blended learning courses are being developed. Each course will begin with an asynchronous eLearning course to learn theory, practice using a case study, and then end with an assignment to apply the learning to their own business. Once assignments have been completed, a vILT is offered where participants share the templates they create for their own business; questions are answered and coach and peer feedback are provided. Participants then continue to refine the information in the template for their business. Participants have the option to enroll in a 1:1 coaching call following the vILT if they want further assistance.

This course is part of the larger series and helps business owners identify current and future factors impacting their business. They will learn how to complete a SWOT analysis.

## Target Audience:

This training is targeted for small business owners or entrepreneurs who are trying to build a business strategy and want to learn how to identify current and future factors that impact their business and strategy.

## Training Time:

15 minutes.

## Training Recommendation:

- This course will be delivered through an eLearning Storyline module; this module is part of a larger blended solution.
- After this training, business owners will conduct a SWOT analysis on their own business before attending the vILT and coaching sessions.

## Deliverables:

1. Design document
2. Content outline
3. Course map
4. Storyboard
5. Storyline eLearning module
6. Embedded explainer video
7. SWOT template
8. Case study

## Learning Objectives:

1. Identify key components in a SWOT analysis
2. Analyze a case study to complete a SWOT template
3. Perform a SWOT analysis for your own business

## Content Outline:

1. Introduction
  - A. What is a SWOT Analysis?
  - B. When is a SWOT analysis used?
2. SWOT Template
  - A. Components: Strengths, Weaknesses, Opportunities, Threats
  - B. Definition/attributes of each component
  - C. Criteria of each component
  - D. Knowledge Check (KC) for each component
3. Example
4. Case Study – (Real Estate)
  - A. Complete SWOT template
  - B. Questions to ask for each component
  - C. KC
5. Analyze your own business
  - A. Complete SWOT template
  - B. Questions to ask for each component
6. Summary

## Evaluation Plan:

Assessments are embedded within the eLearning course as knowledge checks.

The effectiveness of the training will be evaluated by the vILT instructor, based on the types of responses that were entered on the templates and by questions that are asked during the synchronous training.