

FACILITATOR GUIDE: SWOT ANALYSIS AND COVER STORY

Time: 1 hour 45 minutes (105 minutes)

Topics/Questions:

Health Disparities & Social/Racial Justice - Facilitator: Katherine Rushfirth

- ◇ How will midwives reduce health disparities and improve social/racial justice?

Leadership Development – Facilitator: Susan DeJoy

- ◇ How will we improve and increase midwifery leadership?

Pay Equity and Reimbursement – Facilitator: Julie Mottle-Santiago

- ◇ How will we gain pay equity and reimbursement?

Practice Startups & Innovations – Facilitator: Deb Gowen

- ◇ How will we increase midwife led practices and innovations?

Education & Workforce – Facilitators: Darcy Brewin and Sukey Krause

- ◇ How will we increase the number of practicing midwives and education programs?

Quick Overview:

- **Goal:** State group topic/question (1 min)
- **Introductions:** (10 min)
- **Brainstorming** of Strengths, Weaknesses, Opportunities, Threats (20 min)
- **Cover Story** (40 min)
- **Summary for report back** (5 min)
- **Return to large group** (30 min)

Introductions:

- This an active, fun way to explore and celebrate the rich diversity of experiences that different people bring to any group.
- **Take 10 minutes** and have everyone introduce themselves and where they are from and share a song title or verse that best describes them
- At the conclusion of the introductions explain there is a mix of people with different backgrounds and experiences that provides a rich range of perspectives in this group,

Leading the Process:

- Conducting a SWOT analysis is a great way to develop a picture for where midwifery is and where we need to go. Following these steps gives a process for efficiently getting results in a way that involves and energizes everyone.
- Facilitator role is to engage participants to share and make sure everyone has the opportunity to speak and to moderate to prevent one person from dominating the conversation and to keep conversations moving throughout the exercise
- Designate a recorder/scribe
- Use Post it Poster paper to record brainstorming and discussion points, 4 posters labeled Strengths, Weaknesses, Opportunities and Threats
- For each category, as your group brainstorms ideas the scribe will write them on the poster
- Once the four SWOT posters are complete the fun begins
- Instructions for Cover Story will be given by the moderator
- Use Post it Poster paper and markers to create your cover story
- Report back to large group prepared to briefly discuss the work of your group and your cover story

Brainstorming:

- Give the group **20 minutes to brainstorm** and fill out strengths, weaknesses, opportunities and threats chart for the groups topic
- Restate the question
- Outline the following:
 - All ideas are welcome, no criticism.
 - More ideas are better — you're looking for quantity.
 - As ideas are shared, people will build on each other.
 - Wild, crazy, and impossible ideas are encouraged.¹
- Go around the room and solicit ideas from participants. Areas of strength include: what is done well, what is unique, what sets us apart, leadership, innovation, productivity, quality, service, efficiency, outcomes and so on.²
- Record all suggestions on the poster paper. Avoid duplicate entries. Make it clear that some issues may appear on more than one list. For example, may have a strength in an area such as patient satisfaction, but may have a weakness or deficiency in that area as well. At this point, the goal is to capture as many ideas on the poster paper as possible.³
- Do the same for weaknesses, opportunities and threats

¹ The Balance. Steps to generating effective ideas using brainstorming. Accessed URL: <https://www.thebalance.com/steps-to-generating-effective-ideas-using-brainstorming-1918730>

² The Balance. How to conduct a SWOT analysis. Accessed URL: <https://www.thebalance.com/how-to-conduct-a-swot-analysis-2275929>

³ Ibid: <https://www.thebalance.com/how-to-conduct-a-swot-analysis-2275929>

Cover Story:

- **Time allotted is 40 minutes**
- The Cover Story exercise⁴ engages participants in a creative visioning exercise to imagine their idea, project, or organization as a “cover story” for a published magazine.
- Instructions will be given by the moderator to your group
 - Envision yourself in 2020 and we have realized our goal of solving the problem for our group
 - Suspend all disbelief, envision a future state that is so stellar that it landed your group on the cover of a well-known magazine
 - Now, your job as a group is to create that “cover story” and its other elements (sidebars, images, quotes, etc.) This exercise is the opportunity for your workgroup to imagine how they would like to be covered. This is your chance to be creative and to implement your action plan.
- The facilitator should focus the group to decide on their cover story
- Everyone should work together on completing the cover story poster
 - Sections:
 - Cover Story
 - Featured articles
 - Side Bars
 - Quotes/Testimonials
 - Photos

Cover Story



⁴ Idealist on Campus: Action without Borders. Accessed at URL: https://www.bhopal.net/old_studentsforbhopal_org/Assets/Cover-Story_Visioning_handout%5B1%5D.pdf

- The facilitator may want to interject some thought provoking questions to answer and address who, what, where, why and how
 - What is our image in the communities where we work? What do people say about us?
 - What has happened for the community as a result of our work?
 - Other questions you can think of can push your group to consider more far-reaching, impact-oriented, or visionary work
- Encourage people to use their creativity and add drawings, color, flare, etc. Sign the poster with your workgroup name. **Bags have everything needed. Will be using four posters side by side to create the cover story.**

Summary:

- **Take 5 minutes** and select a spokesperson from the group for report out to large group
- Prepare to share your cover story
- Prepare to share insights gained from this process and identified strength, weakness, opportunity and threat in your group

Return to Large Group:

- **Time allotted is 30 minutes**
- A member of each team to briefly present their cover story to everyone else before the Gallery Walk.
- Each spokesperson will conduct a report out explaining their cover story and any insights from the SWOT analysis (20 min)
- Everyone will do a gallery walk to view all the posters then return to large group to be seated (10 min)

Wrap-up and End of Summit:

- Moderator will end the exercise with an appropriate closing reflection and next steps
- Participants will be asked to do a clap out
- Closing remarks
- Participants will be asked to complete the summit evaluation