

Breakout Group 1. SWOT

SWOT means identifying (internal) Strengths, (internal) Weaknesses, (external) Opportunities, and (external) Threats.

Consider all these categories in your group and try to find agreement on their importance. You may want to show the importance by, for example, arranging your post it -type of comments so that the most important ones are closer to each title.

We will use Flinga Whiteboard system for this exercise. Flinga is intuitive and very easy to use: just open this link <https://edu.flinga.fi/s/ER98TD4> and there you have the Whiteboard ready. I created the SWOT whiteboard for you, so everyone in your breakout room can type text in the whiteboard – Flinga allows you to work together on a same whiteboard. Just type your text in the text field where it says “message” in the Flinga upper right corner and press send. After that you can move that message (appears in a form of square) around, or edit it, or delete it if you so decide.

You have altogether 15 mins. for this exercise, that is, identifying Strengths, Weaknesses, Opportunities, and Threats as regards our case of Aalto Business School’s strategy in teaching, the underlying question being “What are the measures the Aalto BIZ should take in its efforts regarding teaching in the coming years (to become one of the leading European business schools?)

So, use SWOT to arrive at conclusions regarding the question, and choose one volunteer (or two if you like) who presents your SWOT analysis results to us all (**max.** 5 mins.) then when back in the main room.