**Steps to Creating Change:**

**Including Women in the Fire Service**

**Step 1 – Size Up with SWOT Analysis**

**Facilitate a Meeting**

A SWOT Analysis requires the input of information from different stakeholders. Conduct a facilitated meeting to brainstorm elements of the SWOT Analysis matrix (Strengths / Weaknesses / Opportunities / Threats). See chart below.

Note: Before conducting a facilitated meeting be sure to set appropriate ground rules.

## **SWOT Meeting Ground Rules**

Possible ground rules can include:

* All items are to be placed in the SWOT chart unaltered
* Attendees must be considerate of all opinions
* Obscenity will NOT be tolerated
* Consensus will be met by ---- identify a method (e.g., all agree, majority agree?)
* Time allocation limits

## **SWOT Analysis Considerations for Facilitated Meetings**

Brainstorm topics/themes that apply to your fire service:

* What has already happened?
* What is happening now?
* What will continue to happen without intervention?
* Does my fire department have specific policies in place aimed at increasing diversity and inclusion?
* Does my fire department engage with diversity and inclusion initiatives within the municipality and in the fire service sector?
* Does my fire department take proactive steps to create a workplace free of harassment, discrimination, and stigma?
* Does my fire department engage in peer-support programs, team-building activities, and work-recognition events that specifically recognize efforts at diversity and inclusion?

## **Completing the SWOT Analysis Tool**

Based on the facilitated discussion, begin entering Strengths, Weaknesses, Opportunities and Threats in each of the tool’s boxes.

|  |  |  |
| --- | --- | --- |
|  | **Helpful to achieving objectives** | **Harmful to achieving objectives** |
| **Internal Drivers** | **STRENGTHS** | **WEAKNESSES** |
| **External Drivers** | **OPPORTUNITIES** | **THREATS** |

Brainstorm strengths within your fire service:

* Existing specific policies / procedures
* Existing committees / task force groups
* Extended parental leave for adoption

Brainstorm weaknesses within your fire service:

* Limited training budget
* Lack of policies
* No diversification

Brainstorm opportunities outside of your fire service:

* Sponsorship for provincial training and development
* Provincial financial awards for hall improvement

Brainstorm threats impacting your fire service:

* Bad publicity from the community
* Poor attendance of public open houses

## **Identify Themes / Patterns from the SWOT Analysis**

Once the analysis is complete, identity themes or patterns in each of the squares. Depending on the number of themes or patterns, it may be necessary to prioritize.

Every SWOT Analysis is different depending on the organization’s circumstances. However, it is a useful tool to assist with directing change and creating a platform for requesting resources.

Next step Step 2 – Build a Plan (see next template)