

# Matrix Game SWOT Analysis

## STRENGTHS:

- Fast
- Easy
- Flexible
- Non-kinetic / Effects / DIME
- Qualitative

## WEAKNESSES:

- Doesn't look expensive
- Not quantitative
- Needs experienced facilitator
- Needs facility with language

## OPPORTUNITIES:

- Cheap
- New / Innovative
- Transportable
- Multi-Domain
- Multi-Agency

## THREATS:

- Lacking Academic papers
- Lacking Military Robustness
- Concern about "only 1 action"
- Some people don't get it

### Strengths:

- Designing a Matrix Game can be done quickly with the minimum of fuss.
- Participating in a Matrix Game does not require and understanding of complex and unfamiliar rules.
- Matrix games can cover a wide variety of possible scenarios, including conceptual conflicts like Cyber.
- Matrix games are especially good in the non-kinetic, effects based domain.
- Matrix games deal with qualitative outputs so are especially useful for non-analysts.

### Weaknesses:

- The fact that the game requires little infrastructure can be a problem – it just doesn't look sexy and the Strengths of Fast and Easy can be reduced by efforts to make it look cool/expensive.
- The non-quantitative nature of the game can frustrate analysts.
- The game requires an experience facilitator to run it.
- A facility with language is important, which might prejudice play with multi-national participants.

### Opportunities:

- Matrix games are extremely inexpensive (they work best with short sessions lasting half a day).
- They are perceived to be new and innovative (despite being around since 1986).
- They are easy to transport, requiring only pen and paper – with perhaps a few maps and counters.
- They work well in multi-domain, multi-agency contexts allowing all actors to participate equally.

### Threats:

- There is a paucity of academic research in this area.
- The games are vulnerable to a Senior figure accusing the game structure as "just making things up!"
- Some players have great difficulty with the concept of "only 1 action per turn".
- Some players are fundamentally unable to grasp the concept, which in a small game has a disproportionate effect.