

SWOT Analysis

The SWOT Analysis was developed in a business context but due to its simplicity it has proven to be effective for any organisations, including churches. It can be a valuable tool and along with the all elements of the MAP process needs to be approached prayerfully and thoughtfully.

The SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis is one tool that helps churches step back and make an honest assessment of their present situation. It focuses on those elements of church life that are most significant at a particular point in time – not attempting to say what should be done in the future but identifying the reality of the present.

Completing a SWOT Analysis

Any group involved in the MAP process can use the SWOT analysis, though if numbers seem too large it is better to break them into sub-groups, asking them to consider each element of SWOT and then bringing together all of their thoughts. Their conclusions can be expressed on a simple chart like this:

S	W
O	T

Some questions that you might ask as you look at your church...

<p>Strengths</p> <p>What do we do well as a church? What is growing? Where do people seem particularly fulfilled? Which community needs are we meeting? What are the resources within our church community? What / Who do we thank God for here?</p>	<p>Weaknesses</p> <p>What do we do less well? What appears to be declining? Which areas of church seem tired? Or too busy? Which community needs are we not meeting? What are the needs within our church community? What / Who most needs our prayers?</p>
<p>Opportunities</p> <p>What gifts / people / resources are under-used? Do we have strengths that can be built upon? Are there people / situations in the community where we could make a difference? Do we have partners in the in the community?</p>	<p>Threats</p> <p>Are any of our weaknesses becoming serious? What changes in society are affecting us? Are changes in the community affecting us? Is a lack of resources jeopardising our future? As we look at church life, does anything cause us to be afraid?</p>