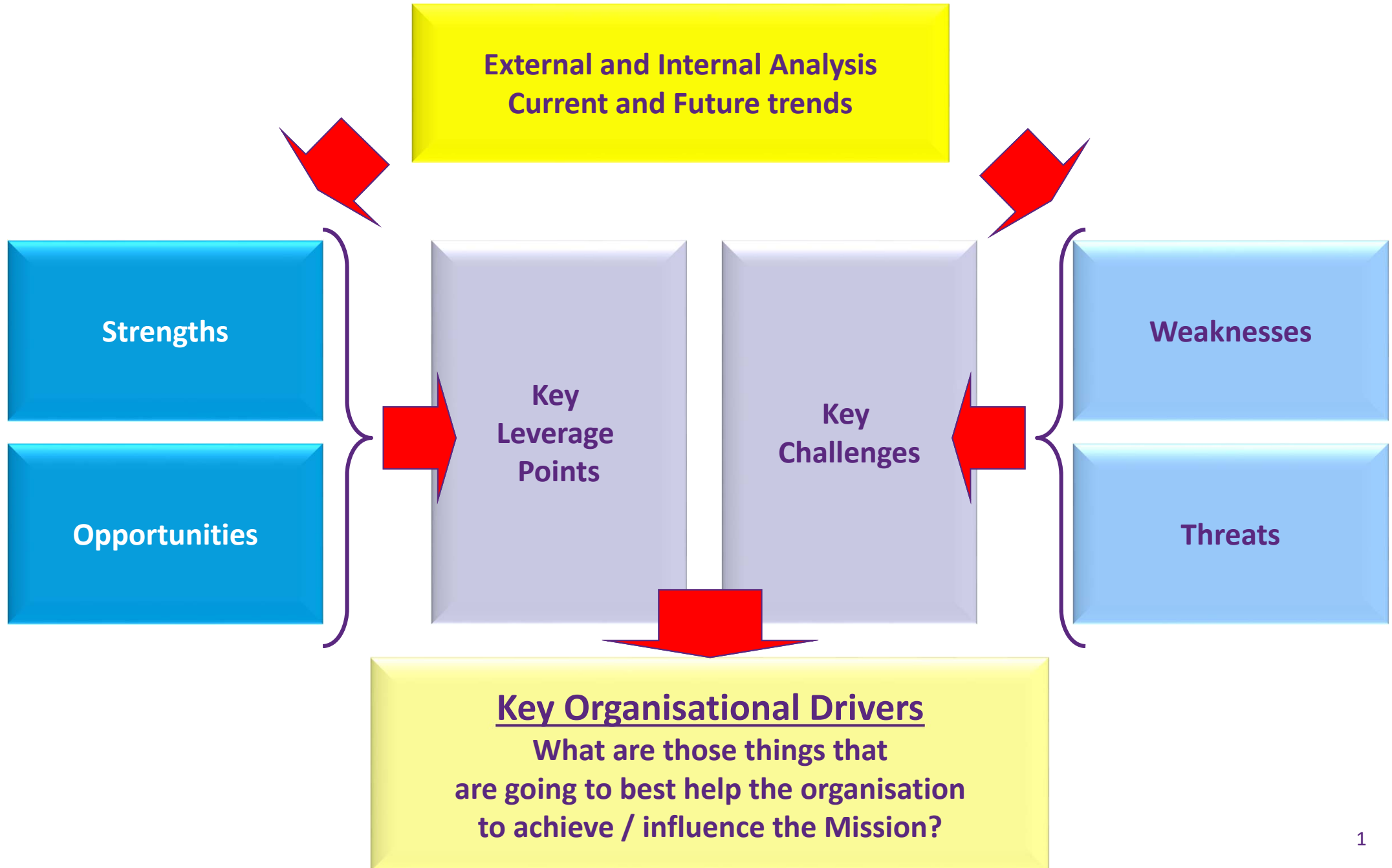


A simple methodology for a SWOT



A simple methodology for a SWOT

External and Internal Analysis
Current and Future trends

Step 1

Research

Readings

Brainstorm

A simple methodology for a SWOT



Step 2

Reviewed your Analysis

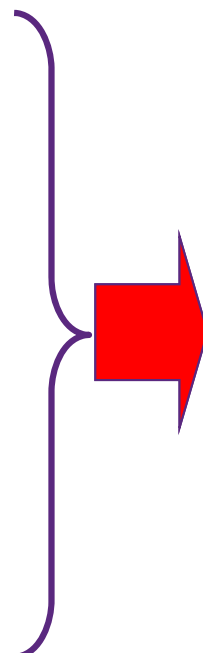
Identify Strengths, Opportunities, Weaknesses and Threats

NB – don't get bogged down in definitions – simply identify the key issues

- Evaluation
- Review
- Positioned for future
- Positioned for community

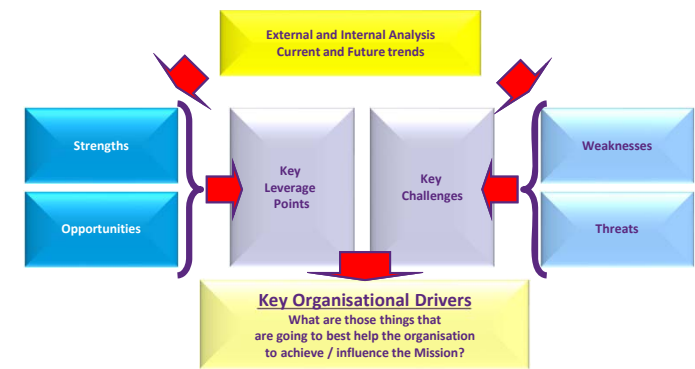


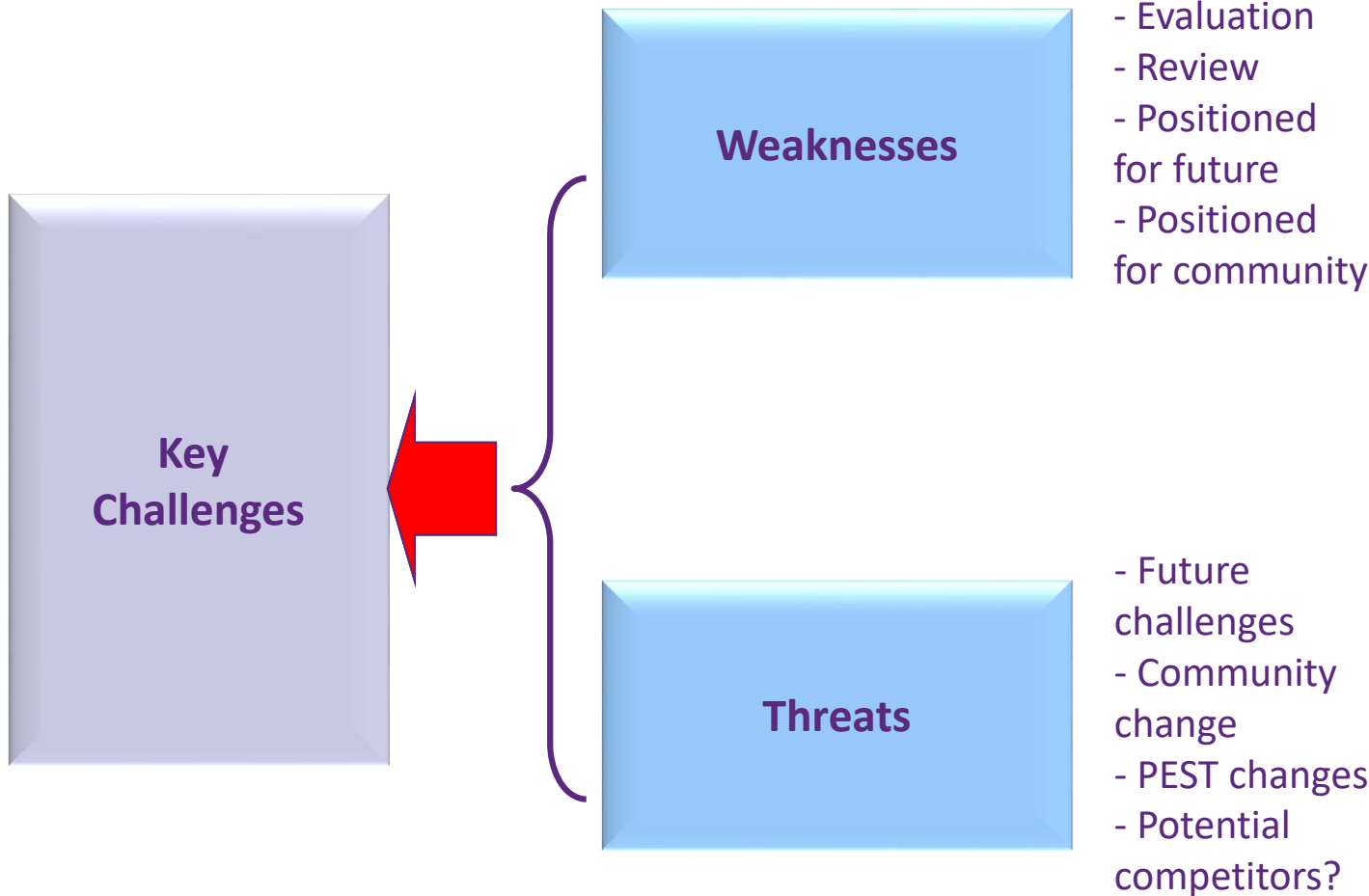
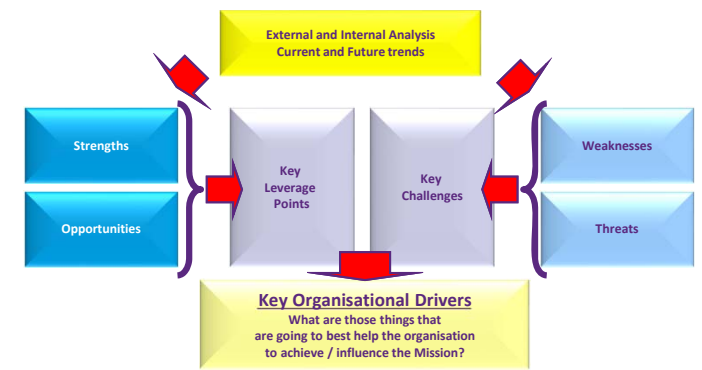
- Future opportunities
- Community change
- PEST changes



Step 3

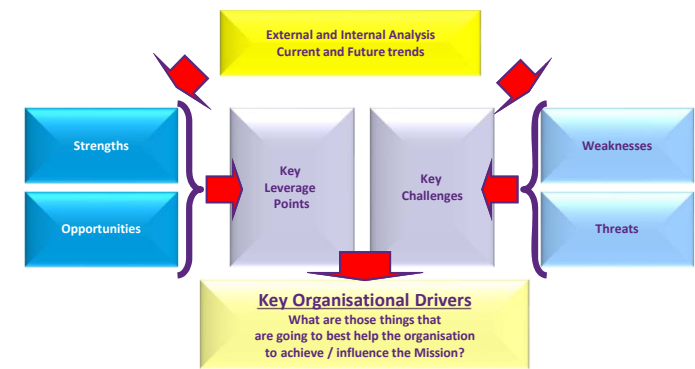
Use the SWOT to create an understanding of the strengths that the church has to enable it to deal with the expected future environment and to identify the potential opportunities that might exist for the church. From these two groups select out the highest priority elements which we will refer to as key leverage points.





Step 4

Use the SWOT to create an understanding of the weaknesses that the church may need to address to improve effectiveness in living out the mission and to identify the potential threats that might exist for the church. From these two groups select out the highest priority elements to correct, improve or prepare for - which we will refer to as key challenges.



Step 5

Select out the highest priority elements from the Key Leverage Points and Key Challenges to identify the Key drivers (often referred to as levers) to focus on in the plan.

Based on these Drivers we can develop key strategies for the organisation to most effectively drive the mission.

NB It is essential to select the few best strategies to focus on. The number of strategies that can be focussed on may be dependent on the available staff & lay workers. Many organisations (not just churches) fail to implement their strategic plan because they try to do too much or fail to review their performance against objectives.

The bread and butter of successful implementation (after **selecting** the best strategies) is clarity of **expectations** and consistent **evaluation** against expectations.