



S.W.O.T. Analysis

An assessment of the ministry landscape is helpful for self-discovery. A S.W.O.T. Analysis provides perspective and can present strategic insight. The S.W.O.T. analysis is an assessment tool for the pastor and church elders to utilize with the congregation either by one-to-one interviews or by telephone. An introductory letter should be sent beforehand so that participants can prepare. A summary report of the S.W.O.T. interviews or telephone calls should be prepared and presented to the Session.

Strengths: A church's strengths are its resources and capabilities that can form the basis of developing effective ministry.

Weaknesses: A church's weaknesses are factors that limit a church from developing effective ministry. A weakness can be positive in the sense that it actually exists and is a limiting factor, or a factor can be negative in the sense that its absence is a limiting factor.

Opportunities: A church's opportunities are existing elements that present the potential to create or develop effective ministry.

Threats: A church's threats are existing elements that present the potential to prevent, hamper, or destroy effective ministry.

Brief Narrative Summary:

1. What have we discovered about ourselves that is a **ministry strength**?
2. What have we discovered about ourselves that is a **ministry weakness**?
3. What have we discovered about ourselves that is a **ministry opportunity**?
4. What have we discovered about ourselves that is a **ministry threat**?