



S.W.O.T.

Analysis for Your Church

STRENGTHS

- What are the areas where we are strongest in our church ministry?
- What are we doing that is helping families with children most?
- What is helping the most to reach new people in our community?
- What is helping marriages grow stronger?
- What events or ministry helps us share the gospel most effectively?
- What is helping us train and coach new leaders?

WEAKNESSES

- What are the areas where we are weakest in our church ministry?
- Are we weakest at reaching children, students, young or older adults?
- Are our small groups effective in both discipleship and outreach?
- Are there international groups in the community we are not reaching?
- Could 80% of our adults explain the gospel to another adult?
- Are we starting 1 to 5 new small groups every year?

OPPORTUNITIES

- Are there needs in the community that we could help meet?
- Is there a need for tutoring or sports teams for children?
- Are there senior adults who want fellowship, exercise or Bible study in the neighborhood within a mile of our church?
- Is the city about 40% single adults who are not being reached?
- Are there thousands of Hispanic speaking adults but few churches?
- Could every deacon or SS teacher have an apprentice in training?

THREATS

- Are we falling behind in our online presence and outreach?
- Are we losing a younger generation because we don't have two worship options for music and preaching style?
- Should we be offering both SS classes and small groups in homes?
- Do we need to be training more volunteers to keep up with needs?
- Do our church members need training in how to reach out?
- Are we teaching church members to listen but not read the Bible?

HOW TO USE SWOT ANALYSIS

- As you make calendar and budget plans for the coming year, spend several hours talking about SWOT with your staff, elders, deacons or other leaders.
- Start with a blank page and ask your team to come up with 10 ideas for each part of the analysis.
- Try for alignment in the whole church for your goal or strategy.
Example: If we need some new home groups - students, young and older adults can each help to start a new group.

FOLLOWUP

- After you brainstorm and come up with ideas, the greatest need is follow-up to help make the changes bear fruit.
- What team can we form to tackle this goal?
- What training is needed?
- How many volunteers are needed?
- Will there be support and alignment from pastor, staff, Sunday School, deacons, teachers and other key leaders?