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

**Completing a SWOT Analysis**

This template is designed as a starter for assisting with the process. Additional questions and/or areas may be discussed depending on the vision, mission and goals of the organization.

When creating the analysis, all persons involved are asked to pool their individual and shared knowledge and experiences. The more relaxed, friendly and constructive the setting and environment, the more truthful, comprehensive, insightful and useful your analysis will be. Any group small or large, can use the SWOT analysis; however, if numbers seem too large it is better to break into sub-groups, asking each group to consider each element of SWOT then bring together your collective thoughts.

A SWOT analysis will be most helpful when used to support the vision, mission, and goals already defined. Take a moment to include your statements and goals below, which will help maintain focus and direction.

**Vision Statement:**

**Mission Statement:**

**Top 3 Goals:**

**1.**

**2.**

**3.**

Each person or group offers different viewpoints of your organization and has different experiences of both. The SWOT will at least provide perspective and at best, will reveal connections and areas for action.

Next, answer the applicable questions below to identify your organization’s SWOT. Be sure to explain your responses. (Feel free to share additional responses, the questions are designed to get you thinking in the areas for each section).

**Strengths**

1. What do we do well as an organization?
2. What is growing?
3. Where do people seem particularly fulfilled?
4. Which community needs are we meeting?
5. What are the resources within our community?
6. What/Who are we targeting?

**Opportunities**

1. What gifts / people / resources are underused?
2. Do we have strengths that can be built upon?
3. Are there opportunities to make a difference?
4. Do we have partners in the in the community?
5. Are we challenged?

**Weaknesses**

1. What do we do less well?
2. What appears to be declining?
3. Which areas seem unfulfilled or too busy?
4. Which community needs are we not meeting?
5. What are the needs within our community?
6. What/Who are we missing?

**Threats**

1. Is a lack of resources jeopardizing our future?
2. Are any of our weaknesses becoming serious?
3. Are changes in the community affecting us?
4. What changes in society are affecting us?
5. Does anything cause us to be afraid?