

SWOT Analysis:

Build on your Strengths
Maximize your Response to the Opportunities

Reverse (or minimize) your Weaknesses
Overcome your Threats

Internal Factors to Consider

- What do we do well?
- What do we do less well?
- What areas of our church life are vibrant & healthy?
- What areas are weaker?
- What is our Parish Culture?
- What is unique about our church?
- What Resources do we have? Lack? (Money, staff, volunteers, space, technology).

Strengths (potentially positive internal factors)

Weaknesses (potentially negative internal factors)

External Factors to Consider

- What community needs could be met by our church's strengths/resources
- What is changing in the community/society that will impact our future?
- Demographics
- Unchurched in area
- Other churches in area
- Economy
- National church issues

Opportunities (potentially positive external factors)

Threats (potentially negative external factors)