



SWOT analysis

A simple template to walk through a SWOT analysis to:

- Consider likely changes & the impacts
- Identify the key issues for the organisation

Identification of Key Organisational Drivers / Priorities.



Identify the key factors / forces that impact your organisation or changes that are foreseeable .
NB Not an exhaustive list - only those that are likely to have an impact

Likely Changes

Identify the possible changes that are likely / possible. These may be:

- Political / Legislative
- Economical
- Social / Beliefs
- Technological / Communications / Service Delivery
- To your suburb / region

Impact of changes

What is the likely impact of these changes on your organisation:

- How likely
- Positive / Opportunity
- Negative / Threat

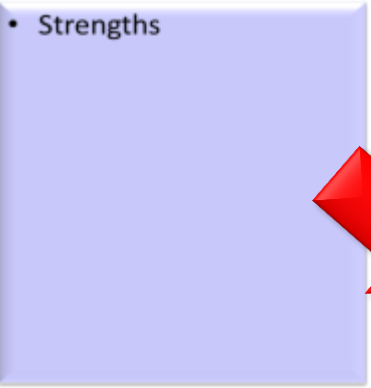
Start by identifying where there are internal strengths and external opportunities

Strengths

Opportunities

Based on these Strengths and Opportunities you have identified, what are the “key leverage points” ie those things that you can leverage to achieve your objectives

• Strengths



• Key Leverage Points

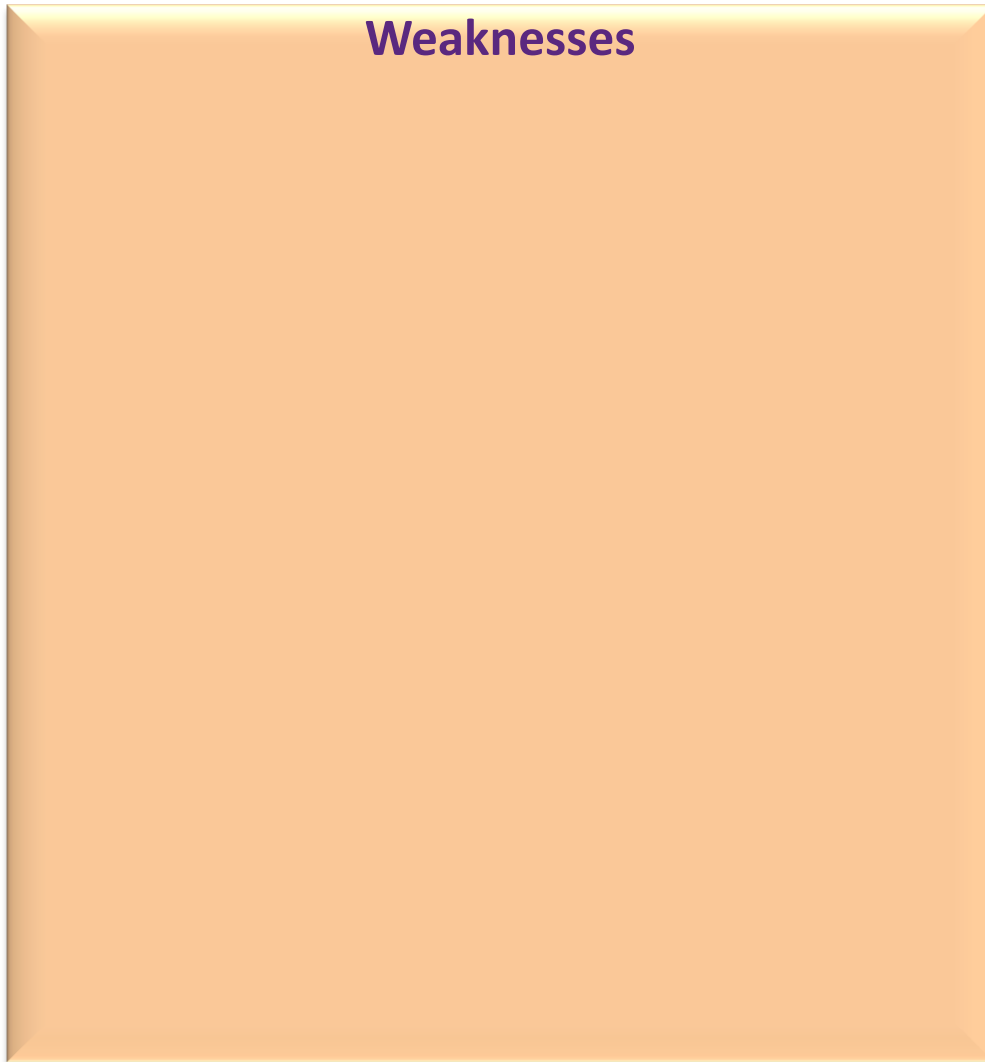


• Opportunities



Identify your internal weaknesses and the external threats you perceive in the environment

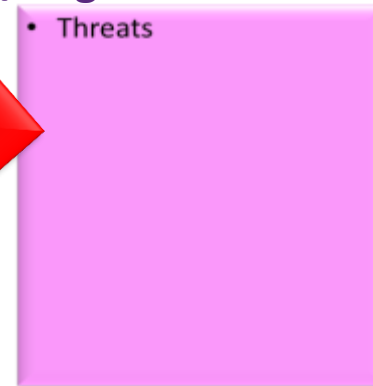
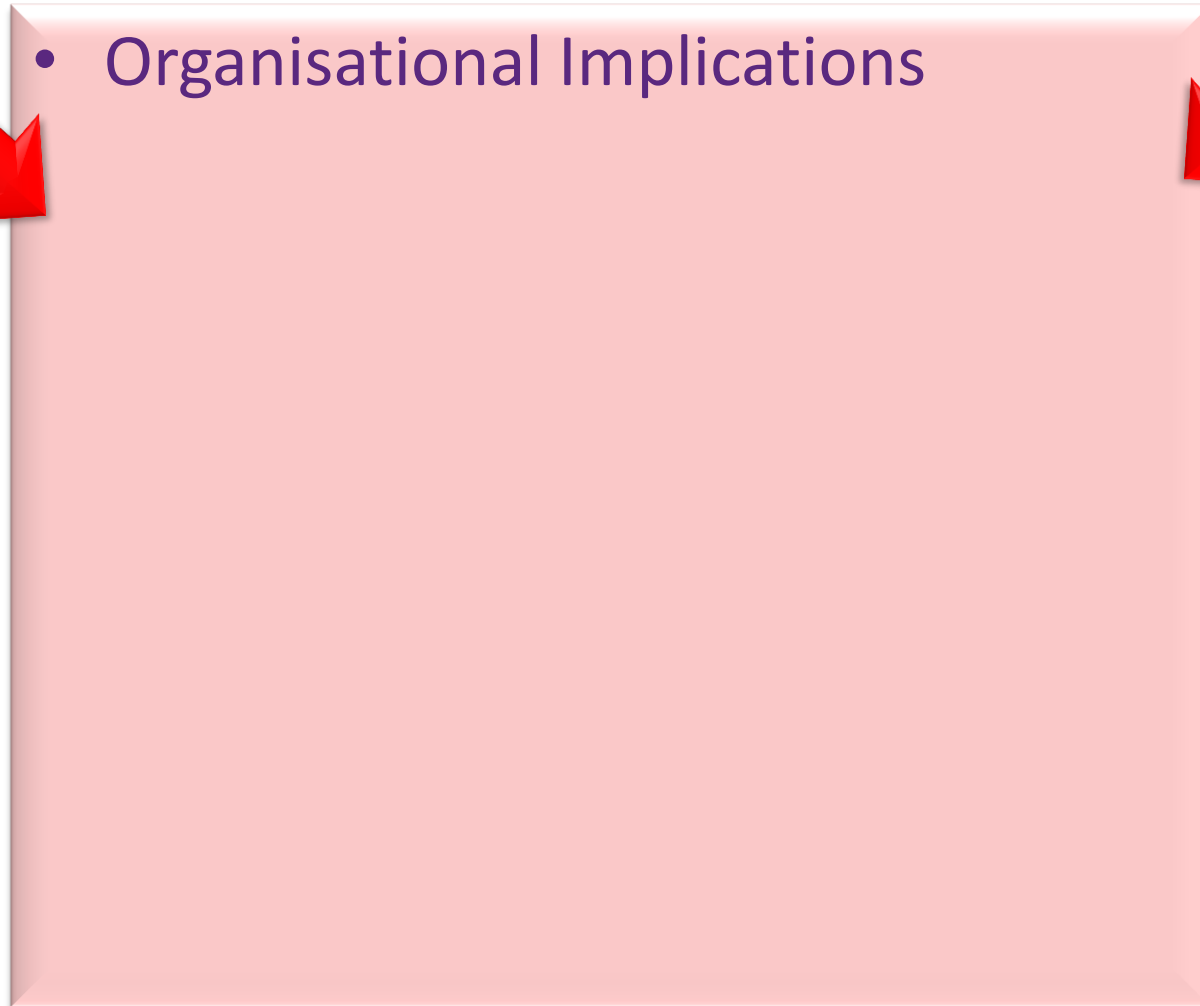
Weaknesses



Threats



Based on these Weaknesses & Threats you have identified, The next task, is to ask: what are the “organisational implications” of these? A helpful approach is to ask: What are the implications of doing nothing? What will happen to your church / organisation?



From amongst your Key Leverage Points and Organisational implications select the key areas which will become the key drivers / key influencers of your strategy

SWOT

Based on these Strengths and Opportunities you have identified, what are the "key leverage points" i.e. those things that you can leverage to achieve your objectives

Key Leverage Points

SWOT

Based on these Weaknesses & Threats you have identified, the next task, is to ask: what are the "organisational implications" of these? A helpful approach is to ask: What are the implications of doing nothing? What will happen to your church/organisation?

Organisational Implications

- Key drivers / influencers
 - Limit to 3-5 only
 - These become the key areas of consideration when developing your strategy