Message Church SWOT Analysis

Introduction

A **SWOT Analysis** is a strategic planning tool used to evaluate your **Strengths, Weaknesses, Opportunities,** and **Threats.**.

Strengths: Define areas you excel in

- What does your group exceptionally do well?
- How strong is your group?
- Does your group have a strategic direction?
- What advantages do we have?
- What valuable assets and resources do we have?
- What do members identify as our strengths?

Weaknesses: Evaluate your liabilities

- What could be improved at your group?
- What does your group do poorly?
- What should be avoided?
- What could we do better?
- What are we criticized for or receive complaints about?
- Where are we vulnerable?

Opportunities: Analyze your ministry attractiveness

- What opportunities do we know about, but have not been able to address?
- Is your group positioned to take on new challenges?

Threats: Potential challenges

- What obstacles do you face?
- Are any of our weaknesses likely to make us critically vulnerable?
- What roadblocks exist that block our progress?

Ministry

Strengths:

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Weaknesses:

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Opportunities:

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Threats:

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