

## Ministry S.W.O.T. Analysis Worksheet

Use the template below to evaluate the forces impacting a ministry, process, person, opportunity, initiative, vision or objective by brainstorming around each column. Start by inventorying a list of internal strengths and weaknesses that might impact the objective. Then list the external opportunities and threats that might impact the objective. From this analysis determine specific strategies to build on strengths, improve weaknesses, seize opportunities and minimize threats.

INTERNAL		EXTERNAL	
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
#			
#			
#			
#			

**Strengths:** characteristics of the church, ministry or objective that give it an advantage

**Weaknesses:** characteristics that place the church, ministry or objective at a disadvantage

**Opportunities:** elements in the environment that the church, ministry or objective could exploit to its advantage

**Threats:** elements in the environment that could cause difficulty for the church, ministry, or objective