SWOT analysis

A simple template to walk through a SWOT analysis to:
• Consider likely changes & the impacts
• Identify the key issues for the organisation

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Identification of Key Organisational Drivers / Priorities.

Key Organisational Drivers
What are those things that are going to best help the organisation to achieve / influence the Strategy?

External and Internal Analysis
Current and Future trends

Strengths
Opportunities

Key Leverage Points

Key Organisational Challenges

Weaknesses
Threats

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External Factors & Trends

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

<table>
<thead>
<tr>
<th>Likely Changes</th>
<th>Impact of changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify the possible changes that are likely / possible. These may be:</td>
<td>What is the likely impact of these changes on your organisation:</td>
</tr>
<tr>
<td>• Political / Legislative</td>
<td>• How likely</td>
</tr>
<tr>
<td>• Economical</td>
<td>• Positive / Opportunity</td>
</tr>
<tr>
<td>• Social / Beliefs</td>
<td>• Negative / Threat</td>
</tr>
<tr>
<td>• Technological / Communications / Service Delivery</td>
<td></td>
</tr>
<tr>
<td>• To your suburb / region</td>
<td></td>
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</tbody>
</table>

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Start by identifying where there are internal strengths and external 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

• Key Leverage Points
Identify your internal weaknesses and the external threats you perceive in the environment.

Weaknesses

Threats

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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?

• Weaknesses

• Organisational Implications

• Threats

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

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