**SWOT Analysis**
Making the most of your gifts and opportunities.

The Westhill Student Ministry (WSM) is most likely to maximize its potential if it uses the gifts and opportunities God has given it to their fullest extent. It will also encounter fewer problems and be better able to address the problems that do appear if it is aware of its weaknesses.

So how does it go about identifying these strengths and weaknesses, and analyzing the opportunities and threats that flow from them? SWOT Analysis is helpful in achieving this.

What makes SWOT especially powerful is that, with a little thought, it can help WSM uncover opportunities that it would not otherwise have spotted. And by understanding your weaknesses, it can manage and eliminate threats that might otherwise hurt its ability to be successful.

**How to Use the Tool**
To perform a Ministry SWOT Analysis use the worksheet below to write down answers to the questions in each area.

**Strengths**
- What advantages do you see in (WSM)?
- What significant resources do others see the WSM possessing?
- What do you think others outside WSM would see as WSM strengths?
- What WSM accomplishments are you happy about?

**Weaknesses**
- What ministry areas, opportunities, etc. are missing or need to be strengthened in WSM?
- What are some ways WSM could be more helpful to you or your family?
- What will others outside WSM see as weaknesses?

**Opportunities**
- What trends do you see in the community (Cleburne area) that WSM can address better?
- Are there resources in the community WSM can better utilize?
- Are there opportunities WSM can take advantage of to deepen its involvement in the Westhill community?
- Look at WSM’s strengths, and ask whether these open up any opportunities; additionally, look at WSM’s weaknesses, and ask whether eliminating these could open up opportunities.

**Threats**
- What obstacles does WSM currently face in the community (Cleburne area)?
- What are some future community trends that could pose problems for WSM?
- What are some challenges in the Westhill community that may present problems for WSM?
- Are there some WSM’s weaknesses that could lead to threats?
Westhill Student Ministry

**Strengths:**

**Weaknesses:**

**Opportunities:**

**Threats:**
SWOT Example

Environmental Analysis

A. Physical Environmental Analysis
   1. Internal
      (a) Strengths:
         (i) Separate room for youth recently renovated
         (ii) Plenty of equipment: Video projector, new laptop, new whiteboard, new chairs, stereo system, AC, sound system available,
         (iii) Convenient location in the neighborhood of youth, close to Southeastern (school).
      (b) Weaknesses:
         (i) Room capacity is very limited, no alarm system, sound system not set up, ac is loud.
      (c) Opportunities: Host events in current room, expand to another building (fellowship hall, etc.), because Genesis church is close to Southeastern can recruit students.
      (d) Threats: Run out of space with increase youth attendance, rough neighborhood, the structure of room is old.

   2. External Physical Environment - Demographics
      (a) How many teenagers in Highland City – best estimate –
      (b) Grades/Age breakdown
      (c) Faith breakdown?
      (d) Family makeup:
      (e) Racial demographics

B. Spiritual Environmental Analysis
   1. External Spiritual Environment- Highland City
      (a) Strengths: open to God, to hearing the gospel, relationship with neighbors, have free time to build relationship with God and get plugged into church, compassion for one another
      (b) Weaknesses: religious attitude towards God, apathetic about their relationships with God, substance addictions, sexual immorality, racism, division of social classes, low expectations about accomplishing things in life
      (c) Opportunities: church is in Highland city- able to minister to the people, go out. Since there is a spiritual need in the community, we can pray for a spiritual awakening. To bring words of hope and encouragement for the people to be
aware of what God desires for them → higher expectations. By discipling teenagers, they can reach their families → culture shift. Families to minister to one another because they are going through similar situations.

(d) Threats: because there may be rejection from past church experiences, not open to community with people of Genesis and God. Unbiblical beliefs about who God is, who the church is and what the church is called to do. Coming to church for events or financial purposes and not desiring a relationship with God. Lack of commitment to the church, attending regularly, not aware of their giftings and then not using those giftings.

2. Internal- Ignite Youth Group

(a) Strengths

(i) Youth workers: Close relationships with God, have Biblical knowledge and teaching, experience with youth, technology knowledge
(ii) Values/mission statement
(iii) Initial discipleship process
(iv) Budget
(v) At risk youth is the #1 priority at the church
(vi) Service structure for Wednesday nights and Sundays
(vii) Resources: Discipleship materials- Alive with Christ, Devotional books
(viii) Student attendance has been increasing on Wednesday nights and Sundays

(b) Weaknesses:

(i) Not enough female leaders
(ii) People committed to disciple teenagers
(iii) Spiritual maturity of the core teenagers; currently no student leaders
(iv) Not enough leaders with gifting for specific work to do; can lead to burnout
(v) Leaders from Southeastern are temporarily in Lakeland
(vi) No full time youth staff for the entire year to plan
(vii) The youth minister serves in part time status

(c) Opportunities:

(i) Partner with a Christian non-profit organization to serve.
(ii) Door to door evangelism
(iii) Partner with SEU students for discipleship and help teenagers with their Academics
(iv) Teenagers to step out and use their spiritual gifts
(v) Student leaders
(vi) Leaders ministering at the teenager’s schools. Practically equipping them to be missionaries at their schools
(vii) Intergenerational mentoring/fellowship

(d) Threats
(i) The entire church not being in unity practically with the mission of at-risk youth
(ii) Longevity of youth staff
(iii) Division in social classes and races
(iv) Teens not growing in their relationship with Christ
(v) Unity of youth leadership especially if leaders are changing
(vi) Character of the youth leaders
(vii) Not having enough help; burn out
(viii) Safety while working with at-risk youth
(ix) Youth becoming dependent on leaders and not on God
(x) Continual financial resources to minister effectively to at-risk youth
(xi) Leader’s willingness to serve