



Growth Step 2

Clarify



Clarify

Develop a God-sized vision
and focus.

The Holy Spirit & Prayer

**Prayer leads the church to appropriate divine power
and understand God's will.**

Vision

**Start with vision clarification and define what you stand for
and where God is leading you to go.**

Values

**Detail what the church will do (and what it won't do)
to achieve its vision.**



Crystal Clear

Driving in blinding rain or fog is a nerve-wracking experience. When you can't see the road ahead, anxiety sets in and the simplest journey becomes difficult. When the weather gets dicey, there's only one thing left to do. Pull over and wait for the storm to pass. When the weather clears you can get back on the road confident that good vision will help you safely reach your destination.

Your church has a clear command from Christ to go and preach the gospel, winning the lost in the name of Jesus and then teaching and discipling them in His ways. But how does the church accomplish that Great Commission?

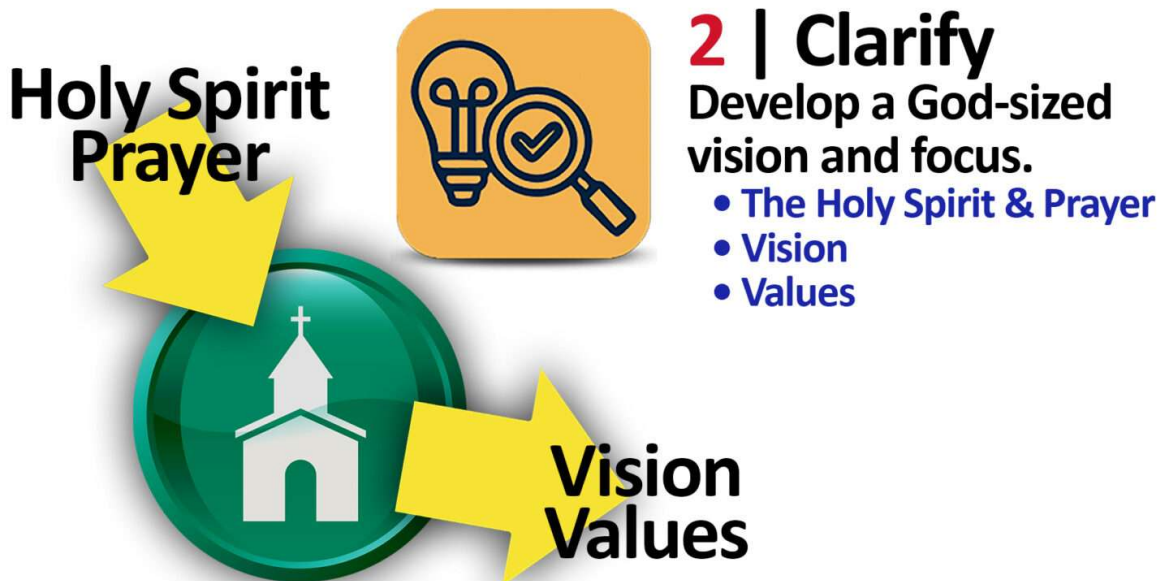
We know Christ's command carries with it non-negotiables like evangelism, discipleship, ministry, missions and worship. But you have some decisions to make about what you'll do (and what you won't do) to make it happen. That's the kind of clarity you want and need in the blinding rain.



Growth Step 2

Clarifying vision and values is the second step in developing a ministry action plan. An intentional process to capture God-sized vision and focus includes:

- **The Holy Spirit and Prayer** – Prayer leads the church to appropriate divine power and understand God’s will.
- **Vision (Global Objective)** – Start with vision clarification and define what you stand for and where God is leading you to go.
 - What’s your vision of the future?
 - Where are you going?
 - What happens when you get there?
- **Values (Defining Objectives)** – Detail what the church will do (and what it won’t do) to achieve its vision.
 - Defining objectives support the church’s vision.





God-Sized Plans

Nehemiah's Example

After hearing about the sad state of affairs in Judah, Nehemiah received permission from King Artaxerxes to return to Jerusalem and rebuild the city walls. He recruited thousands of workers to repair breaches in the wall and organized guards to defend the workers from enemy armies. He made quick work of the rebuilding project, completing the work in just 52 days.

It's an incredible story of planning, organization and leadership, but the rebuilding didn't start in Jerusalem. The story actually begins with an act that offers powerful insight for our ministry planning task. After Nehemiah heard the bad news about the "great trouble and disgrace" in his native land, he did something important. He sought divine intervention from a Sovereign God. Nehemiah tells that part of the story this way:

When I heard these things, I sat down and wept. For some days I mourned and fasted and prayed before the God of heaven. Then I said:

"Lord, the God of heaven, the great and awesome God, who keeps his covenant of love with those who love him and keep his commandments, let your ear be attentive and your eyes open to hear the prayer your servant is praying before you day and night for your servants, the people of Israel. I confess the sins we Israelites, including myself and my father's family, have committed against you." – Nehemiah 1:4-6 (NIV)

Nehemiah mourned, fasted, prayed and confessed his sins to God. He started at the place we often overlook. He began his planning effort on his knees crying out to the God of heaven for mercy, direction and divine intervention.



The Holy Spirit

God sent His Spirit for challenges exactly like the one before you.

Jim Cymbala says it this way:

Many of us feel prompted to do something for God, but we hold back because we're afraid to fail. A fear of failure stops us from starting the very thing God has laid on our hearts. It might be to join a ministry in our church (or even start one), share a Bible passage with someone on the phone, or perhaps start a prayer meeting. We know it is a prompting from the Lord. But that means leaving our comfort zone and stepping out into uncharted waters.

Jim Cymbala with Jennifer Schuchmann, *Spirit Rising: Tapping into the Power of the Holy Spirit* (Grand Rapids, MI: Zondervan, 2012), p. 156.

Be bold in the spirit and trust His leadership as you move forward. Don't be afraid! And don't depend wholly upon your own knowledge and experience. Instead, trust in the Lord and lean on his wisdom and understanding. Prayerfully seek His face and His will. Paul says:

For this reason I remind you to fan into flame the gift of God, which is in you through the laying on of my hands. For the Spirit God gave us does not make us timid, but gives us power, love and self-discipline. – 2 Timothy 1:6-7 (NIV)

Prayer

Prayer is a major part of your toolkit for applying God's power and blessing to the journey ahead. Why should you pray in the ministry action planning process? You pray to:

- Seek divine intervention in your church and community
- Seek God-inspired vision and values
- Appropriate divine power for your strategy planning task
- Discern His will for the plans you make

The Bible repeatedly calls us to seek the Lord and pray for His will:

Trust in the Lord with all your heart and lean not on your own understanding; in all your ways submit to him, and he will make your paths straight. – Proverbs 3:5-6 (NIV)

Devote yourselves to prayer, being watchful and thankful. – Colossians 4:2 (NIV)

Do not be anxious about anything, but in every situation, by prayer and petition, with thanksgiving, present your requests to God.
– Philippians 4:6 (NIV)



Pray without ceasing for your church, its vision and full unity of purpose. A true movement of God for any church's growth begins with prayer!

Additional Resources



Find "Clarify God-Sized Vision and Focus" on Big Ideas Blog at:
<https://ministryactionplans.com/clarify-god-sized-vision-and-focus/>



Find "From Self-Reliance to God-Reliance" on Big Ideas Blog at:
<https://ministryactionplans.com/from-self-reliance-to-god-reliance/>



Find "Make Prayer Part of Your Daily Routine" on Big Ideas Blog at:
<https://ministryactionplans.com/make-prayer-part-of-your-daily-routine/>



Vision

A Global Objective

Church vision encapsulates what you stand for and where God is leading you to go. It's a God-given global objective for your church at this moment in time, for this unique place. In essence, vision is your purpose. It's who you are and who you want to be. Vision answers the questions that have to be answered:

- What's your vision of the future?
- Where are you going?
- What happens when you get there?

Vision forms a lens through which everything you do is measured and qualified. It determines what you'll do and what you won't do. It guides your church's ministry work, strategies, action plans and budget. And it clearly describes God's vision for your church and His plans for your future.

Vision is a powerful tool to communicate that the church is going somewhere great. It says that tomorrow holds the promise of new opportunities to worship, reach, grow, serve and connect. It reminds the church that its best days are ahead and not behind. That's God's plan and promise:

"For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future." – Jeremiah 29:11 (NIV)

Hold vision high for all to see. Put it on public display. Repeat it over and over again and ask your church to memorize it.

Vision Statements

Seek godly wisdom and pray in the early stages of church vision statement development. Ask leaders, staff members and volunteers to pray earnestly for God's will and seek the Holy Spirit's direction. Search the Bible for passages that speak to your heart and brainstorm scripture that might inform your vision statement. After that, some practical suggestions include making your statement:

- **Simple & Memorable** – Your vision should be easy to remember. [Examples](#)
- **Meaningful** – It must be relevant for your church and community.
- **Action-Oriented** – Use words that show activity (e.g. reach, connect, grow, go, tell).
- **Compelling & Inspiring** – Your vision should inspire the church to aim higher and go farther.



Your vision statement is what is God calling your church to BE and DO at this particular time and in this particular place. A vision statement should:

- Be informed by Scripture
- Be informed by your faith tradition
- Be contextual for your church and community

SWOT Analysis

Analyze factors with both internal and external origins as you develop your vision statement. Within the church, what strengths and weaknesses bear on the Great Commission task at hand? Consider that some elements and characteristics of your ministry produce advantages while others place your ministry at a disadvantage. Examples include location, facilities, ministry structure, staffing, leadership culture, outreach fervor and much more.

Looking at your community, what opportunities and threats exist in your environment? Determine what can be used for ministry advantage and what might cause trouble for your church. Factors with an external origin lie outside your direct control, but they need to be considered, nonetheless. Read more about analyzing strengths, weaknesses, opportunities and threats on the SWOT Analysis pages in this workbook.

Worksheet Tool

Workshop vision ideas and analyze strengths, weaknesses, opportunities and threats with the worksheet on the next page.



Download the Vision Worksheet at:

https://ministryactionplans.com/worksheets/vision_worksheet.docx

Additional Resources



Find “Clarify the Win” on Big Ideas Blog at:

<https://ministryactionplans.com/clarify-the-win/>



Find “Create a Culture of Accountability” on Big Ideas Blog at:

<https://ministryactionplans.com/create-a-culture-of-accountability/>

2 | Clarify > Vision

Church vision encapsulates what you stand for and where God is leading you to go. It's a God-given global objective for your church at this moment in time, for this unique place. In essence, vision is your purpose. It's who you are and who you want to be.

Vision Worksheet	
WHAT ADVANTAGES DOES YOUR CHURCH HAVE? – Strength #1	
Strength #2	
Strength #3	
Strength #4	
Strength #5	
WHAT PLACES YOUR CHURCH AT A DISADVANTAGE? – Weakness #1	
Weakness #2	
Weakness #3	
Weakness #4	
Weakness #5	
WHAT EXTERNAL FACTORS CAN BE EXPLOITED TO YOUR ADVANTAGE? – Opportunity #1	
Opportunity #2	
Opportunity #3	
Opportunity #4	
Opportunity #5	
WHAT ELEMENTS IN THE ENVIRONMENT COULD CAUSE TROUBLE? – Threat #1	
Threat #2	
Threat #3	
Threat #4	
Threat #5	

2 | Clarify > Vision

Where Do You See God at Work in Your Church and Community?	
LIST NEEDS YOUR CHURCH CAN MEET – Need #1	
Need #2	
Need #3	
Need #4	
Need #5	
LIST SHORT PHRASES THAT HAVE IMPACT – Impact Phrase #1	
Impact Phrase #2	
Impact Phrase #3	
Impact Phrase #4	
Impact Phrase #5	
LIST MEANINGFUL SCRIPTURE PASSAGES – Scripture #1	
Scripture #2	
Scripture #3	
Scripture #4	
Scripture #5	
Scripture #6	

2 | Clarify > Vision

Write a First Draft 1-Sentence Vision Statement	
Summarize Your Vision Statement in One Word	



Values

Defining Objectives

Vision is your global objective—the first step in establishing direction. But there's more clarifying work to do. A second critical step in the vision process is the creation of ministry values. Values further define what you'll do and what you won't do. They are more specific defining objectives that guide your church's ministry work, strategies, action plans and budget.

There are no right or wrong ways to create church values. Churches will use different language and address different elements with their values. The important point is that values define the church's direction more specifically than a one-sentence vision statement can. Values are vitally important because they focus church vision and keep staff and volunteers on the same page.

VISION & VALUES





Priorities

Church values are a set of priorities that govern your ministry. Everything that you do—every event, program or initiative—should address these priorities in some way. Values can describe all kinds of style, method and strategy points, such as:

- Worship Style
- Evangelism Process
- Missions Strategy
- Discipleship Process
- Small Groups Plan
- New Member Assimilation
- Leader Development
- New Ministry Development
- Church Mindset and Culture
- Church Theology
- Other Key Priorities

Sample Ministry Values

Consider these sample values that bring focus to church vision:

- **Climate of Acceptance** – We offer friendliness and unconditional love at our church. This is a safe place to check out the claims of Christ.
- **Reaching People through Relationships** – The best way to meet peoples' needs and lead them to Christ is through one-on-one relationships.
- **Faithful to the Bible** – We use the Bible and the teachings found in it as our guide for life, ministry and spiritual growth.
- **Full Devotion to Christ** – Full devotion to Christ is normal for Christians.
- **Teaching through Small Groups** – Small groups are the best context for spiritual growth and life change in individuals. We offer you the opportunity to study the Bible and develop friendships in a caring group.
- **Ministry Gifts** – The Bible teaches that God has uniquely shaped each member with spiritual gifts to minister to the needs of others. Understanding and using your spiritual gifts is the basis for developing the church's ministries.
- **Driven by Purpose** – Our church organizes its ministries around well-defined purposes of worship, ministry, evangelism, fellowship and discipleship.
- **Innovative Ministry** – We place high value on creativity and work hard to be on the cutting edge of God's work in our area. And we continually look for new ways to declare God's truth around the world.
- **Worship** – We offer a style of music and worship that is culturally relevant, combined with practical teaching and helpful applications from God's Word.





- **Church Planting** – There is no better method of growth and evangelism than starting new churches. We are a church that starts other churches.
- **Excellence Honors God** – We believe that God deserves our best effort.

Here's another simple iteration of church values:

- **Prayer** – Prayer is our foundation.
- **Worship** – Worshiping together is important to us.
- **Missions & Evangelism** – We actively share our faith with neighbors and nations.
- **Discipleship** – We grow spiritually in small groups.
- **NextGen** – Faith at home matters for the next generation.

Find other ministry expressions of core values in the pages that follow and in the reference section at the end of this workbook. You'll find sample core values for:

- Austin Ridge Bible Church – Austin, Texas
- Denton Bible Church – Denton, Texas
- Elevation Church – Matthews, North Carolina
- Thomas Road Baptist Church – Lynchburg, Virginia
- Willow Creek Church – South Barrington, Illinois
- First West – West Monroe, Louisiana

Worksheet Tool

Use the worksheet on the next page to brainstorm hyper contextual words, phrases and statements that further focus and define your mission and vision.



Download the Core Values Worksheet at:
https://ministryactionplans.com/worksheets/core_values_worksheet.docx

Additional Resources



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2 | Clarify > Values

Core Values Worksheet	
Input Your Church's Mission Statement	
Input Your Church's Vision Statement	
What Words or Statements Further Focus Your Mission and Vision	
Brainstorm WORDS That Further Define Your Vision	

2 | Clarify > Values

<p>Write PHRASES That Are <u>Hyper Contextual</u> for Your Church and Community (These Words Resonate in Your Context)</p>	
<p>Write <u>Draft</u> ONE SENTENCE or PHRASE Core Values</p>	
<p>Core Value</p>	
<p>Core Value</p>	
<p>Core Value</p>	
<p>Core Value</p>	
<p>Core Value</p>	

2 | Clarify > Values

Core Value	
Core Value	
Core Value	
Core Value	
Core Value	
REVISE <u>Draft</u> Core Values and TENTATIVELY Order Them	
Core Value WORD/PHRASE	Core Value SENTENCE
1st	
2nd	
3rd	

2 | Clarify > Values

4th	
5th	
6th	
7th	
8th	
9th	
10th	
Unused Ideas to Reconsider	



Vision & Values Examples

Vision Theme Ideas





Ministry Vision & Values Examples

Willow Creek Community Church

Mission

Willow Creek exists to turn irreligious people into fully devoted followers of Jesus Christ.

Willow Creek Community Church

Core Values

We believe anointed teaching is the catalyst for transformation in individuals' lives and in the church.

We believe lost people matter to God, and therefore, they matter to the church.

We believe the church should be culturally relevant while remaining doctrinally pure.

Willow Creek Community Church

Core Values

We believe Christ followers should manifest authenticity and yearn for continuous growth.

We believe a church should operate as a unified community of servants, with men and women stewarding their spiritual gifts.

We believe loving relationships should permeate every aspect of church life.

Willow Creek Community Church

Core Values

We believe life-change happens best in community.

We believe excellence honors God and inspires people.

We believe churches should be led by men and women with God-given leadership gifts.

We believe the pursuit of full devotion to Christ and His cause is normal for every believer.



saddleback church

Purpose

To bring people to Jesus and **membership** in his family, develop them to Christlike **maturity**, and equip them for their **ministry** in the church and their life **mission** in the world in order to **magnify** God's name.



Vision

Go therefore and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit, teaching them to observe all that I commanded you.

Purpose

Reach Up **Through Worship**
Reach In **Through Community**
Reach Out **Through Ministry**



Ministry Vision & Values Examples



Collierville
First Baptist Church

▶ VISION & VALUES

VISION

We exist to glorify God by totally committing ourselves to Jesus Christ and to the explosive growth of His kingdom.

FOCUS POINTS

PRAYER – Prayer is our foundation.

WORSHIP – Worshiping together is important to us.

MISSIONS & EVANGELISM – We actively share Christ.

DISCIPLESHIP – We grow spiritually in small groups.

NEXTGEN – Faith at home matters for the next generation.



Business Vision & Values Examples



Vision

Ducks Unlimited is wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever.



Corporate Purpose

To glorify God by being a faithful steward of all that is entrusted to us and to have a positive influence on all who come into contact with Chick-fil-A

HOBBY LOBBY

We are committed to:

Honoring the Lord in all we do by operating the company in a manner consistent with Biblical principles.

Offering our customers exceptional selection and value.

Serving our employees and their families by establishing a work environment and company policies that build character, strengthen individuals, and nurture families.

Providing a return on the family's investment, sharing the Lord's blessings with our employees, and investing in our community.



INTEGRITYMUSIC
THE SOUND OF WORSHIP

Mission

Helping people worldwide experience the manifest presence of God

Core Values

Accountability · Cooperation · Excellence
Innovation · Integrity · Love · Truth



Mission

The State Farm mission is to help people manage the risks of everyday life, recover from the unexpected, and realize their dreams.



Shared Values

Quality Service and Relationships · Mutual Trust
Integrity · Financial Strength

Culture

re^{markable}
Every Customer | Every Interaction | Every Day



Business Vision & Values Examples

intuit®

Our Values

Integrity Without Compromise

We speak the truth and assume best intent. We value trust above all else. We hold ourselves and others accountable to the highest standards in all we say and do.



We Care and Give Back

We are stewards of the future and will do our part to make the world a better place. It is our privilege to help others and we do it wholeheartedly.

Be Bold	Be Passionate	Be Decisive	Learn Fast	Win Together	Deliver Awesome
<ul style="list-style-type: none"> Solve BIG customer problems Create a vision that inspires Think beyond what is accepted as possible 	<ul style="list-style-type: none"> Personally embrace and role model change Inspire with your insights and initiative Strive to perfect your craft every day 	<ul style="list-style-type: none"> Choose what we will and will not do Be transparent with your logic and judgment Be direct and respectful 	<ul style="list-style-type: none"> Lead with a hypothesis Measure and act on what matters most Savor the surprises 	<ul style="list-style-type: none"> Deliver exceptional results so others can count on you Develop yourself and others to do the best work of our lives Be boundary-less in our thinking and actions 	<ul style="list-style-type: none"> Delight our customers and partners with experiences they love Nail the fundamentals and sweat the details Never stop short of awesome
<p>We can see the future in what we do because we're creating it together. We constantly seek inspiration and connect dots that no one else does. We don't shy away from the world's biggest problems. It takes courage.</p>	<p>You're here because of your unique talents and the fire in your belly to do something meaningful. It shines through in ways that raises the bar for all of us. Never stop growing.</p>	<p>Have a point of view based on data, experience, and instincts. Make the call and own the outcome. Speed matters, because the greatest risk is standing still.</p>	<p>We're in love with customer problems more than our solutions. We walk in our customers' shoes and experiment our way to success. The only failure is the failure to learn fast.</p>	<p>Small diverse teams drive our work and 90% of the decisions are made here. We accelerate each other in pursuit of our mission. We break down barriers. Together, we are one Intuit.</p>	<p>We are proud of the products we deliver because they inspire the imagination and exceed expectations. We create and build our brand in all the work that carries our name: Intuit.</p>



Vision & Values Scripture

The Greatest Commandment

Jesus replied: “Love the Lord your God with all your heart and with all your soul and with all your mind.’ This is the first and greatest commandment. And the second is like it: ‘Love your neighbor as yourself.’ All the Law and the Prophets hang on these two commandments.” – Matthew 22:37-40 (NIV)

The Great Commission

Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age. – Matthew 28:19-20 (NIV)

Acts 1:8 Mobilization

But you will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth. – Acts 1:8 (NIV)

Evangelism & Missions

Then I heard the voice of the Lord saying, “Whom shall I send? And who will go for us?” And I said, “Here am I. Send me!” – Isaiah 6:8 (NIV)

Then he said to his disciples, “The harvest is plentiful but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field. – Matthew 9:37-38 (NIV)

I am not ashamed of the gospel, because it is the power of God for the salvation of everyone who believes: first for the Jew, then for the Gentile. – Romans 1:16 (NIV)

Do your best to present yourself to God as one approved, a workman who does not need to be ashamed and who correctly handles the word of truth. – 2 Timothy 2:15 (NIV)

But in your hearts set apart Christ as Lord. Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have. But do this with gentleness and respect. – 1 Peter 3:15 (NIV)



Discipleship & Spiritual Growth

Then Jesus said to his disciples, “If anyone would come after me, he must deny himself and take up his cross and follow me. For whoever wants to save his life will lose it, but whoever loses his life for me will find it. What good will it be for a man if he gains the whole world, yet forfeits his soul? Or what can a man give in exchange for his soul? – Matthew 16:24-25 (NIV)

And anyone who does not carry his cross and follow me cannot be my disciple. – Luke 14:27 (NIV)

In the same way, any of you who does not give up everything he has cannot be my disciple. – Luke 14:33 (NIV)

I am the vine; you are the branches. If a man remains in me and I in him, he will bear much fruit; apart from me you can do nothing. If anyone does not remain in me, he is like a branch that is thrown away and withers; such branches are picked up, thrown in the fire and burned. If you remain in me and my words remain in you, ask whatever you wish, and it will be given you. This is to my Father’s glory, that you bear much fruit, showing yourselves to be my disciples. – John 14:5-8 (NIV)

But grow in the grace and knowledge of our Lord and Savior Jesus Christ. To him be glory both now and forever! – 2 Peter 3:18 (NIV)

Leadership Pipeline

Jesus called them together and said, “You know that the rulers of the Gentiles lord it over them, and their high officials exercise authority over them. Not so with you. Instead, whoever wants to become great among you must be your servant.” – Matthew 20:26 (NIV)

Jesus called them together and said, “You know that those who are regarded as rulers of the Gentiles lord it over them, and their high officials exercise authority over them. Not so with you. Instead, whoever wants to become great among you must be your servant, and whoever wants to be first must be slave of all. For even the Son of Man did not come to be served, but to serve, and to give his life as a ransom for many.” – Mark 10:42-45 (NIV)

When he had finished washing their feet, he put on his clothes and returned to his place. “Do you understand what I have done for you?” he asked them. “You call me ‘Teacher’ and ‘Lord,’ and rightly so, for that is what I am. Now that I, your Lord and Teacher, have washed your feet, you also should wash one another’s feet. I have set you an example that you should do as I have done for you.” – John 13:12-15 (NIV)

Do nothing out of selfish ambition or vain conceit. Rather, in humility value others above yourselves. – Philippians 2:3 (NIV)





And we urge you, brothers and sisters, warn those who are idle and disruptive, encourage the disheartened, help the weak, be patient with everyone. – 1 Thessalonians 5:14 (NIV)

And the things you have heard me say in the presence of many witnesses entrust to reliable men who will also be qualified to teach others. – 2 Timothy 2:2 (NIV)

Do your best to present yourself to God as one approved, a worker who does not need to be ashamed and who correctly handles the word of truth. – 2 Timothy 2:15 (NIV)

Be shepherds of God's flock that is under your care, watching over them—not because you must, but because you are willing, as God wants you to be; not pursuing dishonest gain, but eager to serve; not lording it over those entrusted to you, but being examples to the flock. And when the Chief Shepherd appears, you will receive the crown of glory that will never fade away. – 1 Peter 5:2-4 (NIV)

Worship

Ascribe to the Lord the glory due his name; bring an offering and come into his courts. Worship the Lord in the splendor of his holiness; tremble before him, all the earth. – Psalm 96:8-9 (NIV)

For where two or three come together in my name, there am I with them. – Matthew 18:20 (NIV)

God is spirit, and his worshipers must worship in spirit and truth. – John 4:24 (NIV)

You also, like living stones, are being built into a spiritual house to be a holy priesthood, offering spiritual sacrifices acceptable to God through Jesus Christ. – 1 Peter 2:5 (NIV)

Who will not fear you, O Lord, and bring glory to your name? For you alone are holy. All nations will come and worship before you, for your righteous acts have been revealed. – Revelation 15:4 (NIV)



SWOT Analysis

SWOT analysis is a structured planning method used to evaluate the strengths, weaknesses, opportunities and threats involved in a project or business venture. A SWOT analysis can be carried out for a ministry, campus, initiative or community. It involves specifying the objective of the ministry or project and identifying the internal and external factors that are favorable and unfavorable in achieving that objective.

The original business technique is credited to Albert Humphrey, who led a convention at the Stanford Research Institute (now SRI International) in the 1960s and 1970s using data from Fortune 500 companies. The degree to which the internal environment of the organization matches with the external environment is expressed by the concept of strategic fit.

A SWOT analysis includes four areas:

- **Strengths** – Uncover characteristics of a ministry or project that produce advantages.
- **Weaknesses** – Discover characteristics that place the ministry at a disadvantage.
- **Opportunities** – Determine elements that could be exploited to your advantage.
- **Threats** – Understand what elements in the environment could cause trouble for your ministry.

SWOT ANALYSIS



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