

SWOT-Analysis: Minimum Factor (M.F.)

Driving Forces

To improve M.F.+ Reach goals

Restraining Forces

To improve M.F. + Reach goals

Internal
Church / Denomination

<p>.....Strengths</p> <p>What works well? Which unique resources do we have? Which strengths are recognized by others/ by outsiders?</p> <ul style="list-style-type: none"> • 	<p>Weaknesses.....</p> <p>What is missing? What should be improved? Where do we lack resources? Which weaknesses are seen/recognized by others / by outsiders?</p> <ul style="list-style-type: none"> •
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External
Environment / Society

<p>.....Opportunities</p> <p>Which chances & opportunities do we see? Which trends could we utilize? How do others use their strengths for opportunities?</p> <ul style="list-style-type: none"> • 	<p>Threats.....</p> <p>Which barriers/restraining forces do we identify? How can we overcome barriers? How do others overcome external challenges/ restraining forces?</p> <ul style="list-style-type: none"> •
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