

Holy Trinity Greek Orthodox Cathedral Strategic Planning Parish SWOT Analysis

Our Parish will complete a “SWOT” analysis. This is a planning tool used to evaluate our Strengths, Weaknesses, Opportunities, and Threats. The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving our Parish’s goals. A SWOT analysis groups key pieces of information into two main categories:

1. **Internal factors** – The **Strengths** and **Weaknesses** internal to our Parish.

(a) **Strengths** include the things we do well and characteristics that give us advantages.

(b) **Weaknesses** include the things we don’t do well or problems/challenges we face that we must overcome.

2. **External factors** – The **Opportunities** and **Threats** presented by the external environment to our Parish. External factors may include socio-cultural changes, macroeconomic matters, technological changes, laws, as well as changes in our environment, etc. They only include things EXTERNAL to our Parish.

(a) **Opportunities** include external chances to improve our performance in our environment outside of the Parish.

(b) **Threats** include external elements in our environment outside of the Parish that could cause trouble for our Parish.

We will undertake a comprehensive and critical SWOT analysis and challenge ourselves to ask and answer questions that generate meaningful information for each category (Strengths, Opportunities, Weaknesses, and Threats) in order to maximize the benefits of this evaluation and help us develop proper strategies. As you think about the Parish’s SWOT items, please focus on the bigger strategic issues and make sure to think about our programs, ministries, talent, parishioners, finances and other key areas on which we should focus.

Eventually, we will take the SWOT analysis you help us complete and form some strategies to chart a bright future for Holy Trinity Greek Orthodox Cathedral.

SWOT Analysis

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|-----------------|------------|---|---|
| | | <i>External</i> | |
| | | Opportunities | Threats |
| <i>Internal</i> | Strengths | How do you leverage your strengths to benefit from opportunities? | How do you use your strengths to minimize the impact of threats? |
| | Weaknesses | How do you ensure your weaknesses will not stop you from opportunities? | How will you fix weaknesses that can make threats have a real impact? |

SWOT Please print your name then **LEGIBLY PRINT** the critical **Strengths** and **Weaknesses** faced internally by our Parish. Please focus on the bigger issues and make sure to think about our programs, ministries, talent, parishioners, finances, etc. (TYPE YOUR ANSWERS DIRECTLY ON THIS FORM IF POSSIBLE)

Please Print Name: _____ (optional)

Strengths

Weaknesses

By no later than June 7, 2021, please complete both pages 2 and 3 and either email them to: StrategicPlan@HolyTrinityIndy.org or mail them to the Cathedral office.

Please print your name then **LEGIBLY PRINT** the critical **EXTERNAL Opportunities** and **Threats**. Please focus on the EXTERNAL items (outside of our Parish) and **NOT** those things that are internal to our Parish. (e.g., if you thought there was a bad economy it could be an example of an external threat and could be included, but poor stewardship is internal to our Parish and can be mentioned as a Weakness but is not an external Threat, and thus should not be included on this page.) (TYPE YOUR ANSWERS DIRECTLY ON THIS FORM IF POSSIBLE)

Please Print Name: _____ (optional)

Opportunities

Threats

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