Congregational SWOT Analysis

Introduction: You may be wondering, what is a SWOT Analysis? SWOT stands for Strengths, Weaknesses, Opportunities, Threats. As one looks at this you see two; Some of the strengths, weaknesses, opportunities and threats may be internal and some may be external conditions. Whether we see something as a strength or weakness, and opportunity or threat depends on how we look at it. It is important that a business or congregation sees itself so as to see what it can and should be doing.

**I) SWOT Analysis in Revelation**

**A) Jesus' SWOT of Ephesus, Revelation 2.1-7**

1. Strength - doctrinally they were sound (hated the doctrine of the Nicolaitans), had patience and endurance.

2. Weaknesses - obviously they had left their first love. Lacked their original commitment to Christ, their zeal, their love for Christ, their love for each other.

3. Opportunity -- to repent and do the works they had done in the beginning. Acts 19.19-20

4. Threat- to neglect the message they had received, to have their lampstand removed from them.

**B) Jesus' SWOT of Philadelphia, Revelation 3.7-12**

1. Strengths -- they had kept His word, had not denied His name, love of Jesus, endurance, they will be kept.

2. Weaknesses -- none.

3. Opportunities -- God set before them an open door, those of the synagogue of Satan will recognize God's love for the saints, Jesus is coming soon, to continue in the faith and keep the crown of life, they will be pillars in the temple of God.

4. Threats -- synagogue of Satan, hour of trial.

**II) Describe the perfect congregation**

**A) Building -- big building, well kept.**

**B) Bible Classes -- lots of people, often referring to the Bible, crowded.**

**C) Preaching -- using Bible as reference**

**D) Elders- scripturally qualified, can be trusted and relied on.**

**E) Members -- lots of members, crowded, everyone gets along.**

**F) What do you mean by perfect -- no flaws, not capable of being any better.**

1. In that case no congregation is "perfect" not even Philadelphia.

2. Every congregation has challenges, issues. The difference is in how they deal with those challenges and issues.

**II) SWOT Analysis of Lilac Road**

**A) Strengths**

1. Small so everyone gets involved.

2. More personal church experience

3. Wisdom of older people.

4. Bible - we are to be sure that everything we do is based on God's word, **Matthew 7.24-28.**

a. Whatever is accomplished outside of God's word will be destroyed, **Matthew 15.13.**

**B) Weaknesses**

1. Lack of young children.

2. Lack of visitors and contact with our community.

**C) Opportunities -- "opportunities are really problems in disguise"1 Corinthians 16.9**

1. Opportunity to grow. We have younger Christians with great ability.

2. More personal involvement in worship services, teaching classes, leading in prayers..

3. Opportunity of everlasting life

4. More likely to involve young people.

5. WE live in a community where most are not N.T. Christians. **John 4.35ff.**

**D) Threats**

1. Small and could die out

2. No young people to continue works.

3. Apathy -- toward evangelism, our personal responsibilities, toward God and each other.

a. In Paul's letters the first part dealt with the doctrinal issues and the 2nd part with living the Christian life.

4. Discouragement -- leads to many problems such as backbiting, complaining, finger pointing. Either we battle satan or each other.

a. We need godly zeal -- **Romans 10.2; Titus 2.14**

b. We need to run so as to win, **Galatians 5.7.**

Conclusion: Frankly, I am pleased to be here, to worship with you brethren. I recognize I can and should be doing more in spreading the Gospel. I want to encourage everyone here to do your best, to do more, and let God give the increase.