



# GREEK ORTHODOX METROPOLIS OF CHICAGO

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## ΙΕΡΑ ΜΗΤΡΟΠΟΛΙΣ ΣΙΚΑΓΟΥ

### **Greek Orthodox Metropolis of Chicago SWOT Analysis Instructions**

Our Metropolis will complete a “SWOT” analysis. This is a strategic 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 goals. A SWOT analysis groups key pieces of information into two main categories:

1. **Internal factors**: the **Strengths** and **Weaknesses** internal to our Metropolis.

(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 environment outside our Metropolis. External factors may include socio-cultural changes, economic matters, technological changes, laws, as well as changes in our environment, etc. They do NOT include things that are internal to our Metropolis.

(a) **Opportunities** include external chances to improve our performance in our environment.

(b) **Threats** include external elements in our environment that could cause trouble for us.

We will undertake this comprehensive and critical SWOT analysis and challenge ourselves to ask and answer questions that generate meaningful information for each category of Strengths, Opportunities, Weaknesses, and Threats in order to maximize the benefits of this evaluation. Our goal is to take the SWOT analysis you help us complete and form specific strategies to chart a bright future for the Metropolis of Chicago.

Please **LEGIBLY PRINT** the critical **Strengths** and **Weaknesses** faced internally by our Metropolis.

Please Print Name (optional): \_\_\_\_\_

**Strengths**

**Weaknesses**

By no later than **September 20, 2018**, please complete pages 2 and 3 and either email them to [SWOT@chicago.goarch.org](mailto:SWOT@chicago.goarch.org) or mail them to the Metropolis in care of: SWOT, Greek Orthodox Metropolis of Chicago, 40 East Burton Place, Chicago, Illinois 60610-1612.

Please **LEGIBLY PRINT** the critical **EXTERNAL Opportunities** and **Threats**. Please focus on EXTERNAL Opportunities and Threats only and **NOT** those that are internal to our Metropolis. (e.g., a bad economy could be an example of an external Threat; however, poor stewardship contributions would be an example of an internal Weakness and not an external Threat.)

Please Print Name (optional): \_\_\_\_\_

<u><b>Opportunities</b></u>

<u><b>Threats</b></u>

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