Marist Province of West Africa
District Mariste de l'Afrique de l'Ouest
Distrito Marista de África del Oeste

DISCOVER (Part 3)

MY COMMUNITY AND ITS MISSION

Introduction: SWOT ANALYSIS

We meet in the name of the Father, the Son and the Holy Spirit. Amen.

We meet to analyse some aspects of our Marist life and the social and ecclesial environment in which we live. This will help us to objectify our reality and, from there, to be able to project our goals and dreams for the coming years. We are doing this type of analysis in all communities. It may be very beneficial for us during our District Assembly as it may help us to define our priorities and find the appropriate means to make them a reality.
Our life as brothers is a call to be prophets of fraternity. This can be understood only from faith in the good God who gives meaning to everything we are and do. Therefore, we shall do a SWOT Analysis of our Community.

***What is SWOT Analysis**?*

A SWOT Analysis, by description, is a useful technique for understanding our Strengths and Weaknesses, and for identifying both the Opportunities open to us and the Threats that may constrain us. It can help us synthesize the reality of our community and its mission. If we do this seriously, it will be easier for us to plan the future and set our priorities for the coming years.

Component of a SWOT Analysis

- **Strengths** describe the internal positive attributes of our community. It is about factors we have control over and can easily modify or change. It focuses on our own strengths, what we do best in our different areas of life: prayer, community life and mission.
- **Weaknesses** stop an organization from performing at its optimum level. They are areas where our community needs to improve to remain faithful to our way of life and mission. These factors are also within our control.
- **Opportunities** refer to favourable external factors, not within the control of the community but gives our community and mission an advantage over others. The factors that are not within our control but that can help us in our life and mission include the culture of our people, the external environment, political upheavals… We can always take advantage of opportunities and protect our life and mission against such environmental threats.
- **Threats** refer to external factors that have the potential to harm an organization. We can find factors external to our community that pose a threat to our life and mission: situations of social and political instability, technical deficiencies to communication, etc ...

A woodsman was once asked what he would do if he had only four hours to chop down a large tree. His response was, "I will spend the first two hours sharpening my axe".

The moral of this adage is that an executive action is most effective when backed by planning and thorough preparation.


SWOT ANALYSIS
S
Strength #1
Strength #2
Strength #3
W
Weakness #1
Weakness #2
Weakness #3
O
Opportunity #1
Opportunity #2
Opportunity #3
T
Threat #1
Threat #2
Threat #3
LivePlan


STRENGTHS
Internal capabilities that may help a company reach its objectives
WEAKNESSES
Internal limitations that may interfere with a company's ability to achieve its objectives
INTERNAL
POSITIVE
SWOT
NEGATIVE
OPPORTUNITIES
External factors that the company may be able to exploit to its advantage
THREATS
Current and emerging external factors that may challenge the company's performance
EXTERNAL

COMMUNITY WORK PROPOSAL

With these definitions and illustrations in mind, we propose that you make a community reflection and express 3 strengths, 3 weaknesses, 3 opportunities and 3 threats that you notice in your Marist life and mission.

