



SWOT Analysis

SWOT stands for Strengths, Weaknesses, Opportunities, Threats and the analysis is done in the following diagram:

<p>Strengths</p> <ul style="list-style-type: none">▪▪	<p>Weaknesses</p> <ul style="list-style-type: none">▪▪▪▪
<p>Opportunities</p> <ul style="list-style-type: none">▪▪▪▪	<p>Threats</p> <ul style="list-style-type: none">▪▪▪

We use this when considering aspects of Lodge activities such as:

Lodge Planning; Membership of the Lodge; Expectations of Master Masons; Lodge Education; Review of Business session; Charity activities of the Lodge.

Get Brethren in small groups to write *strengths* in the Strengths box & *weaknesses* in the Weakness box etc.

This is best done on flip chart paper with coloured wide tip pens where everyone can contribute.

When completed do a combined group review to identify the problem areas ready for solutions.

