

# Master Strategic Plan

## Ministry Character and Current Situational Analysis

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**Vision** (our noble cause)

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**Mission** (what we do)

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**Core Values**  
(what got us here and will sustain our success)

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**Stakeholders and Goals**  
(we will build strong relationships with these groups)

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**Assumptions**  
(future trends that will impact our strategy)

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**Strengths** (inside)  
*"We need to build on our..."*

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**Weaknesses** (inside)  
*"We must fix our..."*

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**Opportunities** (outside)  
*"We could capitalize on..."*

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**Threats** (outside)  
*"We need to find ways to turn these into opportunities..."*

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**Strategic Focus Areas**  
(we will invest our limited resources in these areas)

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