

S.W.O.T. Evaluation Resource

At VOUS, we like to evaluate everything. We tend to think that experience makes us better, but the truth is that having an experience does not guarantee that we will do better next time. It is *evaluated experience* that brings improvement. Evaluation makes all the difference. That's why it is critical for us to set aside time to evaluate—to ask what happened, how it happened, why it happened, and how we can make it better next time.

One simple tool we use to achieve this is a S.W.O.T. evaluation. S.W.O.T. stands for *Strengths, Weaknesses, Opportunities, and Threats*. Every week, our staff and servant leaders submit S.W.O.T. evaluations for their respective areas. We talk about what went well, what could have been better, how to make it better, and how to avoid future challenges. The concept is simple, but the application is powerful. Below is a sample S.W.O.T., along with some pro tips for effective evaluation.

Strengths

- Team arrived on time
- Good energy in huddle
- New servant leader served for the first time

Weaknesses

- Last-minute call out
- Miscommunication on call time
- Poor transition out of worship into MC

Opportunities

- Clarify morning call time for team
- Review service flow in huddle, focus on transitions
- Get feedback from new servant leader on serving experience

Threats

- Poor communication can lead to frustration on team
- Missing cues can break trust
- Exposed cables are a safety hazard

Pro Tips

1. Evaluate consistently to reshape your thinking
2. Take notes in real time so you don't forget the details
3. Resolve issues quickly—don't wait for Monday
4. Ask your team for input
5. Don't just ask what went wrong, ask why it went wrong
6. Leverage weaknesses to identify opportunities
7. Tag people in relevant feedback
8. Be respectful and helpful
9. Discuss sensitive issues offline
10. Use evaluations to create deliverables