

# District A-15

## SWOT Analysis Report

District A-15 conducted a SWOT analysis on Saturday July 25, 2020 via a Zoom meeting. Members of the Cabinet were invited and each participant was required to complete an analysis of the Districts Strengths, Weaknesses, Opportunities and Threats. Below is a summary of the #1 most important points for each area as provided by the participants.

### **Strengths**

The major Strength is Lions. The name, motto, brand wrapped in experienced members/ leadership, involving teamwork, communication within a small geographical area where clubs are relevant to their communities.

### **Weaknesses**

The major points raised by participants centred on being included, aging membership, succession planning, lack of training and technology. Other points ranked as the #1 priority included, clubs support too many areas, the culture of a DG serving only one year, and younger members being forced to join an older club rather than forming a new club.(could be a threat).

### **Opportunities**

There was a mixture of ideas put forth. One main theme was focussed on membership. The strange point was that Technology was seen as an opportunity to tap into areas that are underserved by Lions and areas where other service groups are collapsing. We need to tap into older members who bring knowledge and experience. The technology was further suggested for social media, permanent video conferencing, having speakers from outside the District to broaden member's knowledge.

### **Threats**

The major #1 points were, Covid-19 as it pertained to membership recruitment and retention, financial strains on member (fees), increase insurance costs, and young families requiring two income to survive.

The next step in the process is how we are going to integrate these observations into a meaningful plan for now and the future.

The next meeting will be on.....?

Submitted by PDG Steve Somerset. Facilitator (District 19-H)