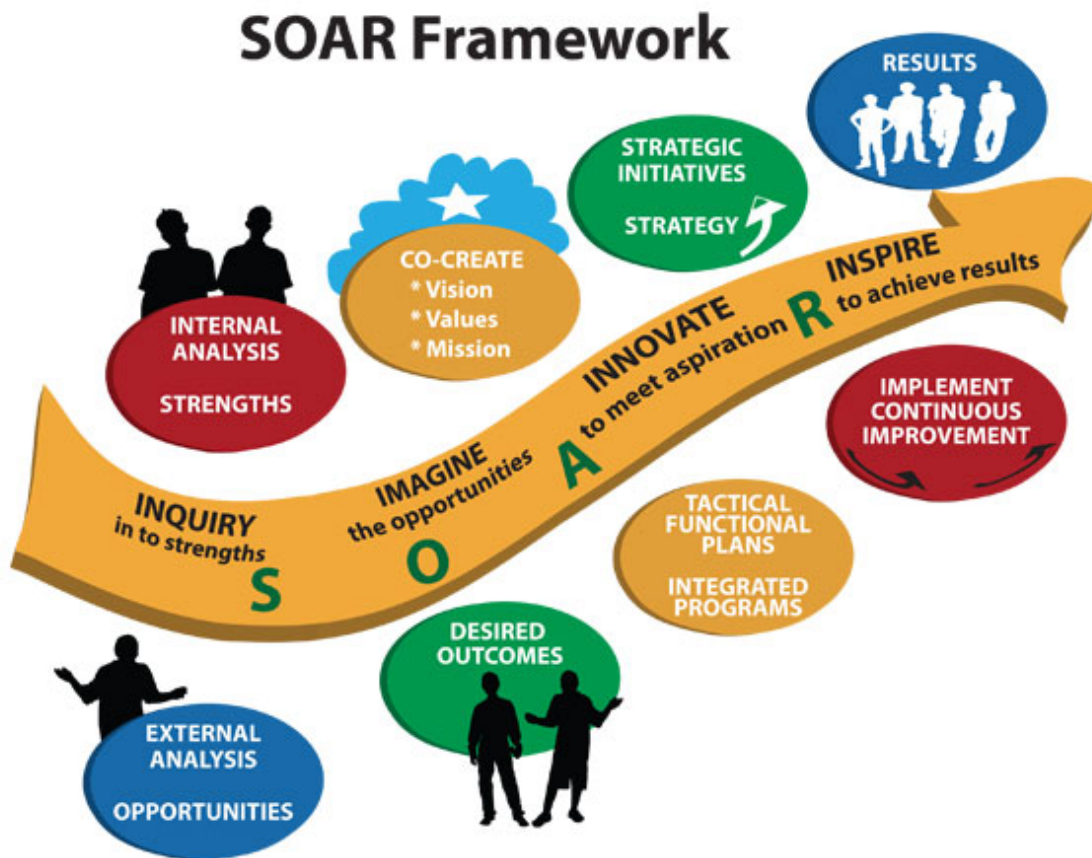


Issue #2

Resource

SOAR Analysis

SOAR offers a flexible and scalable framework where you can design your own approach to strategic planning and decision making to fit your needs and culture.



SOAR is a strengths-based whole system approach to building strategic capacity.

.....continued



SOAR Analysis (continued)

Relevant Definitions

S = Strengths: What an organization is doing really well, including its assets, capabilities, and greatest accomplishments.

O= Opportunities: External circumstances that could improve profits, unmet customer needs, threats or weakness reframed into possibilities.

A= Aspirations: What the organization can be; what the organization desires to be known for.

R=Results: The tangible, measurable items that will indicate when the goals and aspirations have been achieved.

SOAR creates shared visions and strategic initiatives that transforms ideas and innovations into action with results.

Links	Website	http://www.soar-strategy.com/index.php?f=home
	Book	http://www.soar-strategy.com/index.php?f=order

Sample application

- Nonprofits organizations use this strength-based model in the strategic planning process. It differs from more traditional tools in that it engages key stakeholders at all levels and focuses the organization on its current strengths and vision of the future for developing its strategic goals.