

Strengths, Opportunities, Aspirations, Results (SOAR) Analysis Tool

State the idea/issue you are assessing:

Strengths:

What is your organization doing well, including assets, capabilities, and greatest accomplishments?

Opportunities:

What are some external circumstances (e.g. policy changes like public health modernization, new funding, media focus, public attention, etc.) that the organization could leverage to meet program or project deliverables or unmet community member needs? If these circumstances seem negative, how can the current context be addressed so that threats or weaknesses are reframed into possibilities?

Aspirations:

What are the ways that your organization can meet your goals? What does the organization desire to be known for?

Results:

What are the tangible, measurable items that will indicate when the goals and aspirations have been achieved?

SOAR Analysis Tool

A strength, opportunities, aspirations, results (SOAR) analysis is a strategic planning tool that focuses an organization, team, or collaborative on its current strengths and vision of the future development of its strategic goals. SOAR engages all levels and functional areas of an organization and concentrates on its current practice to enhance what is currently done well, rather than focusing on perceived threats or weaknesses.

How to use the SOAR Analysis Tool:

Step 1:

Identify who will participate and determine the format and frequency of meetings (One large summit? A series of shorter meetings?). Participants should represent all levels of the organization or team and all its functional areas.

Step 2:

Create an interview questionnaire or guide for gathering information about strengths, perspectives, and aspirations of employees and key stakeholders.

Step 3:

Under **strengths**, engage employees and other stakeholders—including policy makers and other community partners, if appropriate—

to discover the conditions that created the organization's greatest successes. Ask powerful, positive questions to generate images of possibility and potential.

Step 4:

Under **opportunities**, reframe rather than ignore threats, weaknesses, or problems. Discussion should focus on “what we want” rather than “what we don’t want.”

Step 5:

Summarize the organization's positive core, which is its unique strengths, resources, capabilities, and assets.

Step 6:

Under **aspirations**, identify aspirations and desired results that create a compelling vision of the future using the best of the past and that also inspire and challenge the status quo.

Step 7:

Under **results**, decide which opportunities have the most potential.

Step 8:

Write goal statements for each of these *strategic opportunities* and identify measures that will help track the organization's successes.

Step 9:

Plan actions and implement the plan for each identified goal.