SOAR (Strengths, Opportunities, Aspirations, Results)

A strengths, opportunities, aspirations, results (SOAR) analysis is a strategic planning tool that focuses an organization on its current strengths and vision of the future for developing its strategic goals.

With SOAR, the focus is on the organization and enhancing what is currently done well, rather than concentrating on perceived threats and/or weaknesses.

When conducting a SOAR analysis, the basic questions to be answered are:
1. What are our greatest strengths?
2. What are our best opportunities?
3. What is our preferred future?
4. What are the measurable results that will tell us we’ve achieved that vision of the future?

Benefits
• Engages representatives from every level of the organization to have shared conversations and input on strategy and strategic planning. Resistance to change is minimized and employees are more likely to commit to goals and objectives they helped create.
• Flexible and scalable, so planning and decision making can be adjusted to fit an organization’s needs and culture.

Building on the organization’s strengths produces greater results than spending time trying to correct weaknesses.

Steps
Step 1: Identify Stakeholders: AASPA Executive Board, AASPA Staff, AASPA Elite Sponsors, Other members through committee work

Step 2: Create a survey

Step 3: Summarize the organization’s positive core – Identify aspirations and desired results – Create a compelling vision of the future

Step 4: Decide which opportunities have the most potential

Step 5: Write goal statements for each of these strategic opportunities and identify measures that will help track the organization’s success

Relevant Definitions

\[ S = \text{Strengths}: \text{What an organization is doing really well, including its assets, capabilities, and greatest accomplishments.} \]

\[ O = \text{Opportunities}: \text{External circumstances that could improve profits, unmet customer needs, threats or weakness reframed into possibilities.} \]

\[ A = \text{Aspirations}: \text{What the organization can be; what the organization desires to be known for.} \]

\[ R = \text{Results}: \text{The tangible, measureable items that will indicate when the goals and aspirations have been achieved.} \]

Survey Questions
When you think about AASPA what is the first thing that comes to your mind?
What are the strengths of AASPA as an association?
Rate in order from greatest to least the most important benefits to being a member of AASPA? (I would list out our benefits here)
What does the AASPA membership look like to you in 5-7 years? Who are our members, what is a list of their job functions?
Who could benefit from being a member of AASPA?
What groups do you believe we will have partnerships with?
Who will come to AASPA for guidance, research and advocacy?
Currently our membership is 1700. What do you believe our membership number in 5 years could be?
How can we attract more members to AASPA?