

SOAR

STRENGTHS

Organisational strengths, key assets, resources, capabilities etc. Questions to consider are: What have we done well in the past and what enabled us to do that well? What are we most proud of? What do we do better than other people? What resources do we have?

OPPORTUNITIES

Opportunities you have identified, ideas, circumstances, changes internally or externally you could utilise. Questions to consider are: How can we innovate? What new partnerships or collaborations can I consider? What threats could be reframed as opportunities? What needs and wants are we not fulfilling for stakeholders that we could fulfil? What gaps in the market are there now and in the future?

ASPIRATIONS

What you want to achieve, your purpose and vision, goals, hopes and inspirations. Questions to consider are: What should our land and organisation/business look like in the future? How can we make a difference? What are we passionate about? What is it we really want to achieve?

RESULTS

The tangible outcomes and measures that demonstrate you have achieved your goals and aspirations. Questions to consider are: How will we know when we have achieved our goals? What will it look like on the ground when we reach our goals?