

## SOAR QUESTIONS

### Strengths

What the organization does well, along with its key assets, resources, capabilities, and accomplishments.

Example questions:

- What do we excel at?
- What are our greatest accomplishments?
- What are we most proud of?
- What makes us unique?
- What do we provide that is world class?
- What strengths are most valuable in our marketplace?
- What do we do or have that's better than anyone else?

### Opportunities

Circumstances that your team could leverage for success, *eg.* to improve profitability, market share, or competitive edge.

Example questions:

- What partnerships would lead to greater success?
- What changes and trends in the market align with our strengths?
- What threats do we see that we could reframe as opportunities?
- What needs and wants are we currently not fulfilling for our internal and external stakeholders?
- Are there gaps in the market that we could fill?

### Aspirations

An expression of what you want to be and achieve in the future. A vision to build on current strengths, provide inspiration, and challenge the current situation.

Example questions:

- What do we want to achieve in the future?
- What should our future business look like?
- How can we make a difference?
- What are we passionate about?
- What strategies and actions support our perfect future self?

### Results

Tangible outcomes and measures that demonstrate you've achieved your goals and aspirations.

Example questions:

- What measures will tell us we are on track to achieve success?
- How do we translate our vision of success into tangible outcomes?
- How do we know when we've achieved our goals?