SOAR analysis (strengths, opportunities, aspirations, results) is a relatively new, more positive, asset-based technique than the traditional SWOT (strengths, weaknesses, opportunities, threats) analysis. It allows for a more focused discussion on the positive aspects of organizational development and community assets. SOAR analysis leverages strengths and opportunities to create shared aspirations and measurable results.

SOAR helps groups to:
- Reach for a vision.
- Serve the group’s mission.
- Achieve goals and objectives by identifying measurable results.
- Develop a plan to help the group deliver on its mission and goals/objectives while reaching for the vision.
- Implement an action plan.

A comparison between the traditional SWOT and new SOAR techniques is listed in the table below.

<table>
<thead>
<tr>
<th>SOAR</th>
<th>SWOT</th>
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</thead>
<tbody>
<tr>
<td>Strengths: What are our greatest assets?</td>
<td>Strengths: Where can we outperform others?</td>
</tr>
<tr>
<td>Opportunities: What are the best possible market opportunities?</td>
<td>Weaknesses: Where can others outperform us?</td>
</tr>
<tr>
<td>Aspirations: What is our preferred future?</td>
<td>Opportunities: How can we exploit the market?</td>
</tr>
<tr>
<td>Results: What are the measurable results?</td>
<td>Threats: What/who might take our market?</td>
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A SOAR analysis can be conducted in several ways. Following is a common approach.

1. Identify a situation that an organization needs to address. For example, perhaps it is a change in the organization’s funding structure or change in community needs.
2. Hand out large sticky notes to participants and ask them to list the organization’s strengths—one comment to each note.
3. Collect the notes. Post and discuss them as a group.
4. Next, do the same thing for opportunities, aspirations, and possible results.
5. The topics and sequence of topics should help the group better discuss the issue at hand and lead into a more detailed conversation about possible measurable results and outcomes.