

# RAPID STRATEGY DEVELOPMENT

from SWOT to  
**SOAR**

The success of your organization hinges on its strategy – not the published strategic plan tucked in a three-ring binder, but the capacity of your people to think and act strategically, to create shared meaning and understanding for coordinated action, to make strategic decisions on a moment's notice every day.

This workshop will provide an experiential overview of the rapid strategy development process, a participatory and possibility-focused framework that accelerates both strategic planning and implementation. This framework replaces SWOT (Strengths, Weaknesses, Opportunities, Threats) with SOAR (Strengths, Opportunities, Aspirations, Results), which readies participants and their teams to lead accelerated and collaborative planning endeavors, small and large. Offerings include a one day (6-7 hours) or two 3-4 hour workshops.

People commit to what they help to create. This program examines process, method and mindset for engaging your workforce in ways that create a bold future vision, inspired action, commitment/ownership, and measurable follow through.

- Understand emerging trends and case studies in this new form of strategic planning
- Learn and experience the SOAR (Strengths, Opportunities, Aspirations, and Results) framework as a strength-based, results-driven environmental scan and alternative to SWOT (Strengths Weaknesses Opportunities Threats)
- Learn Appreciative Inquiry (AI) as an approach for planning, engagement and change grounded in positive psychology
- Design the WHAT, WHO, and HOW for launching your own strategy process Learn tools and tips for sustaining the momentum in strategy implementation

## A DIGITAL WORKSHOP BY JEN HETZEL SILBERT & TONY SILBERT

**Jen Hetzel Silbert, MSOD**

**Facilitator | Executive Coach | Keynote**

Jen is gifted at engaging and galvanizing diverse audiences. A trailblazer in designing learning programs grounded in positive psychology, Jen brings over 20 years in strength-based facilitation, strategic planning and leadership development in Fortune 500 companies, cities, schools, and indigenous villages around the world.

**Tony Silbert, MSOD**

**Facilitator | Coach | Strategy Consultant**

Tony is an innately curious, charismatic thought leader who inspires people to believe in and achieve more. He brings over 25 years of experience in business consulting, organization development, training design, and executive coaching, and is a pioneer in strengths-based and participatory approaches to planning and change.

