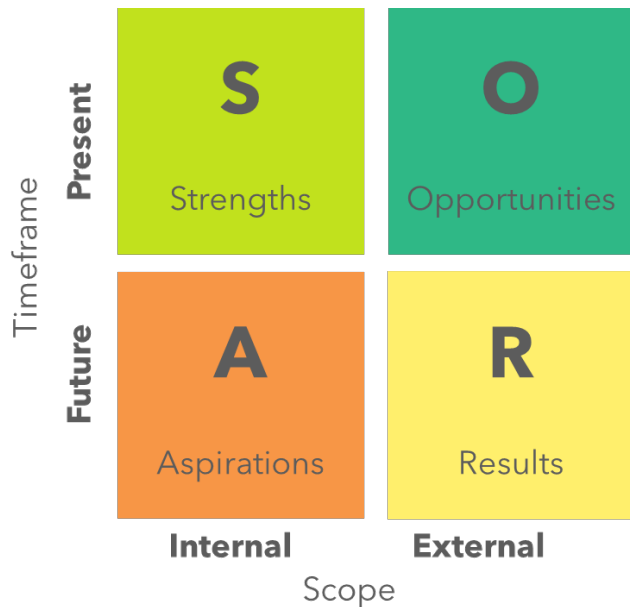


# Design Fresh Messaging: SOAR Analysis Workbook



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## **Your Words Matter.**

Their meaning crystallizes perceptions that shape our beliefs, drive our behavior and ultimately create our world.

## Reflection Questions

- What are our key skills, resources, capacity, knowledge and proven successes?
- What are our greatest accomplishments?
- What are we uniquely passionate about?
- What do we do or provide that is world class?



## Reflection Questions

- Why is our work urgent? If it were not to succeed, how would our community be impacted? What would be lost?
- In the next three years, where is our unique opportunity to add-value in addressing these challenges?
- How can we set ourselves apart from other organizations tackling these issues?



## Reflection Questions

- How is our vision game-changing and bold? Who is impacted?
- What strategies and actions support our future vision?
- What aspects of our work bring about transformational change in our communities?
- How do we engage community organizations and members in our work?



## Reflection Questions

- What measures will tell us we are on track to achieve success?
- What tangible outcomes and measures will demonstrate to us and others when we have achieved our aspirations?
- What kinds of support are required to fuel this transformation?
- How will we measure and communicate our impact?



**RESULTS**



## **Language is Powerful.**

Words can hurt, offend and provoke. They can also empower, uplift and inspire.

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## Messaging Ideas

