

THE THIN BOOK OF®

# SWAR

**BUILDING**

**STRENGTHS-BASED**

**STRATEGY**

By JACQUELINE M. STAVROS  
and GINA HINRICHS

Masterful in its simplicity, this book captures the essence of strengths-based planning in a way that any business could readily adopt. Stavros and Hinrichs have delivered a whole system approach to strategic planning that harnesses the positive energy embedded in every organization. SOAR provides a flexible framework for strategic planning that has universal application to any business dilemma.

**Tim Lukenda, President and CEO, Extencicare Health Services, Inc.**

The SOAR concept offers a proven approach for inspired action! It avoids the trap of analysis paralysis, and fosters responsive and nimble decision making. It also provides a framework for timely course corrections, enabled by alignment and teamwork, through continuous collaboration and communication ... shaped by relevant world experiences.

**Pat Pinkston, Vice-President Agriculture and Tart Global Platform Services,  
John Deere**

This book introduces a straightforward way to identify and unlock the positive energy in organizations by involving multiple stakeholders. You will find the book to be practical and easy to implement to build a strategic foundation in your organization. I recommend that you capitalize on the practical experience and wisdom contained in this book.

**Kim Cameron, Professor, Ross School of Business and School of Education,  
University of Michigan**

I have spent my life seeking and providing positive perspectives so others can focus their vision and see the extraordinary. In the area of strategic planning, SOAR provides an approach that will help people in your organization gain the focus and the courage to pursue what's right. It will help them discover the courage to soar!

**Dewitt Jones, National Geographic Photographer and keynote speaker**



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