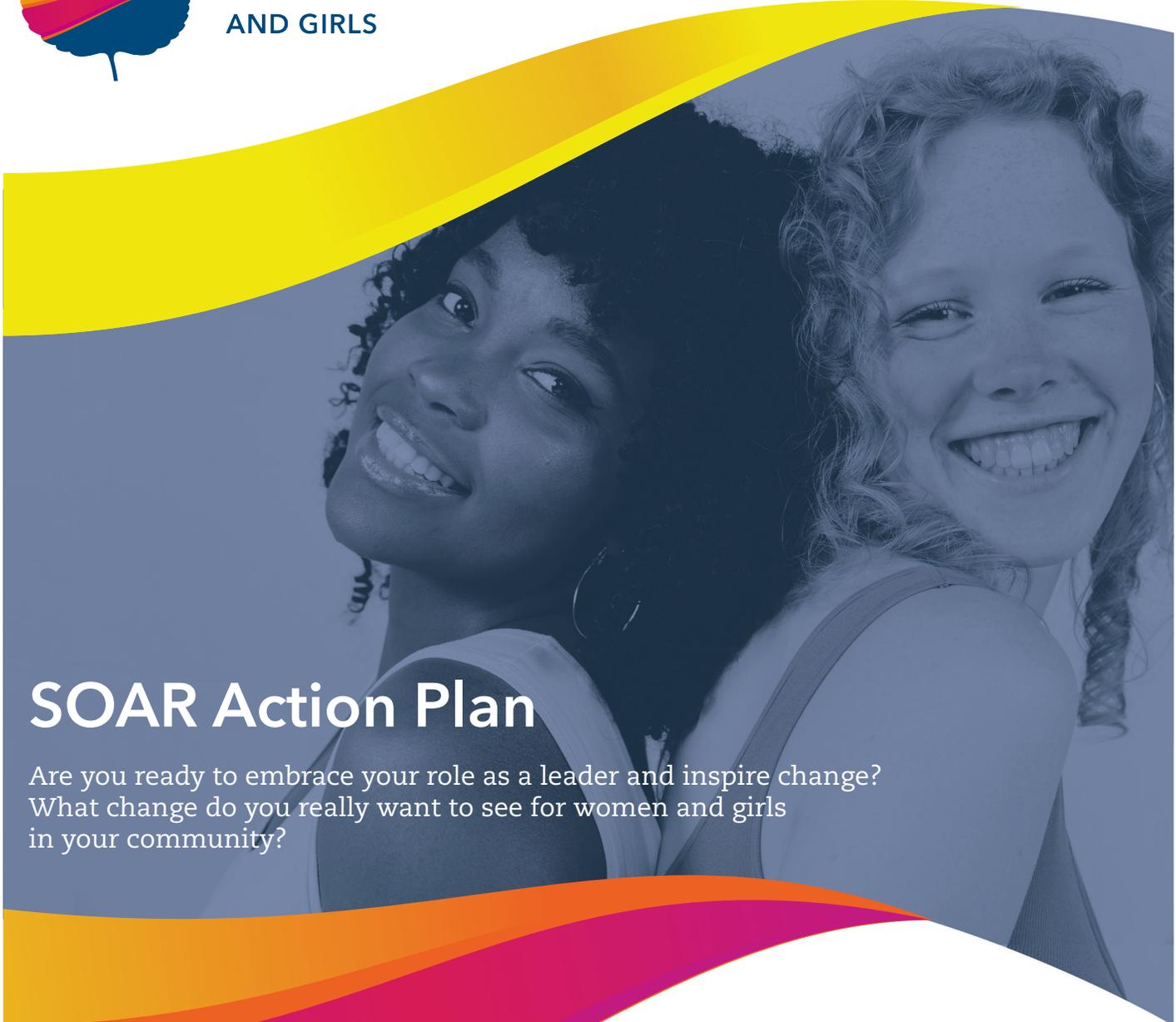




THE ASPEN INSTITUTE  
FORUM ON WOMEN  
AND GIRLS



## SOAR Action Plan

Are you ready to embrace your role as a leader and inspire change?  
What change do you really want to see for women and girls  
in your community?

S  AR

# SOAR Action Plan

You've seen the [SOAR Leadership Series](#) conversation featuring inspiring and emerging women trailblazers. You've read the [Watch Party and Discussion Guide](#) to help shape conversations around issues facing women and girls. Now, it is time for YOU to act and be the change that you want to see in the world. Let your passion be the driving force.

This guide walks you through a process to create a custom roadmap that leads to your vision. Don't worry, you don't need to answer every question; many are meant to get your mind thinking. This guide will help you to think strategically about how to take action. So, let's begin.

**Step 1: Define Your Vision**

**Step 2: Identify Challenges and Opportunities**

**Step 3: Enlist Your Audiences**

**Step 4: Spread the Word**

**Step 5: Measure Your Progress**

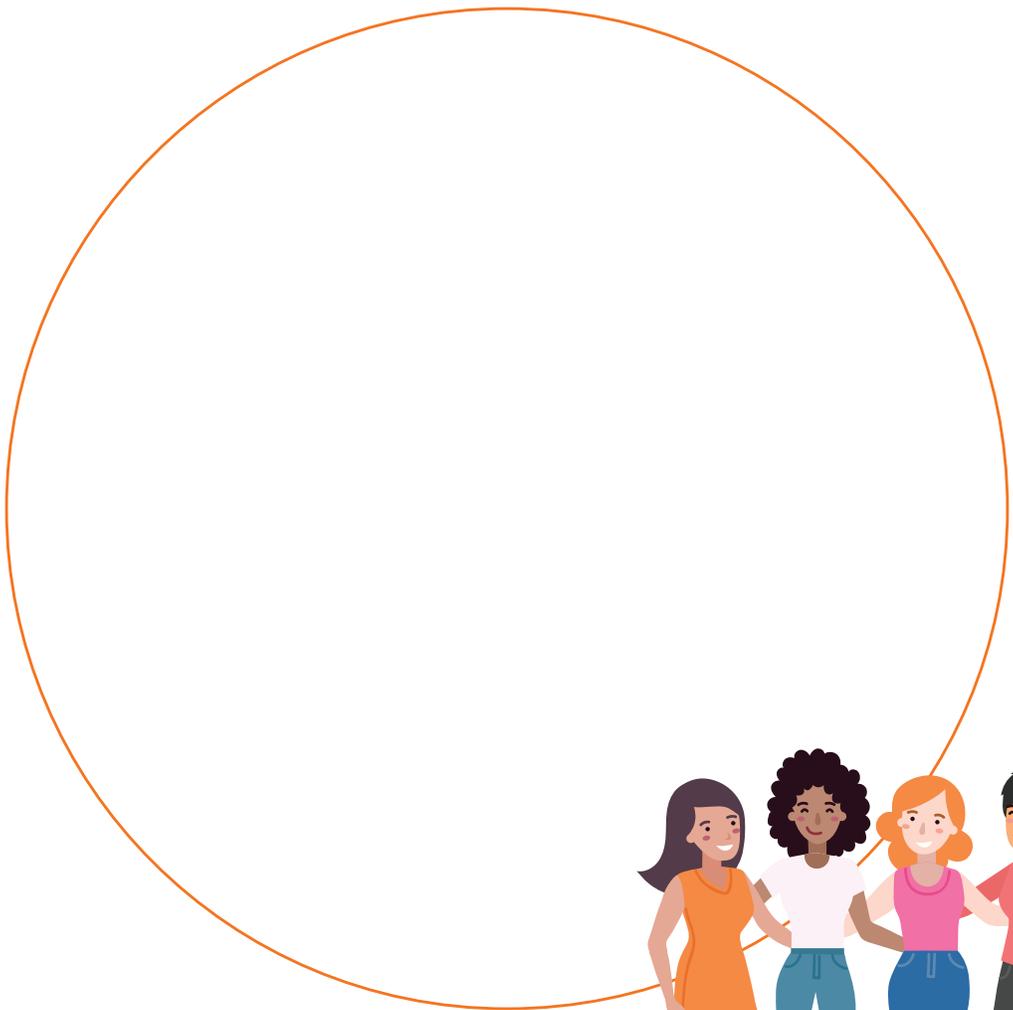
**Step 6: Reflect and Share**



# STEP 1: Define Your Vision

First things first. Your vision is the big picture roadmap of how you see change appearing in the world:

1. What's the biggest challenge facing women and girls in your community?  
Make a word cloud or sketch what's going through your mind.



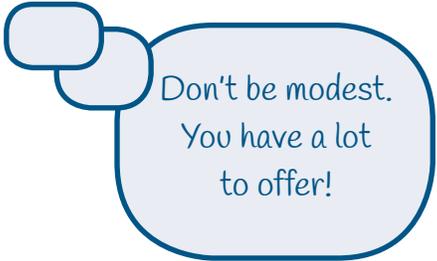
- 2.** What changes would you make to address this challenge?  
Create a roadmap for your vision.



Where do you want to start a specific action or a broad goal?  
These could be small actions or big ones.

- 3.** What leadership qualities do you have and/or need to develop to bring your vision to life?

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Don't be modest.  
You have a lot to offer!

# STEP 2: Identify Challenges and Opportunities

Change is hard and doesn't happen overnight. Let's identify potential roadblocks:



**1.** Who are your allies?



**3.** What is your biggest challenge?

**2.** Who else do you need on your side?  
How can you influence them?

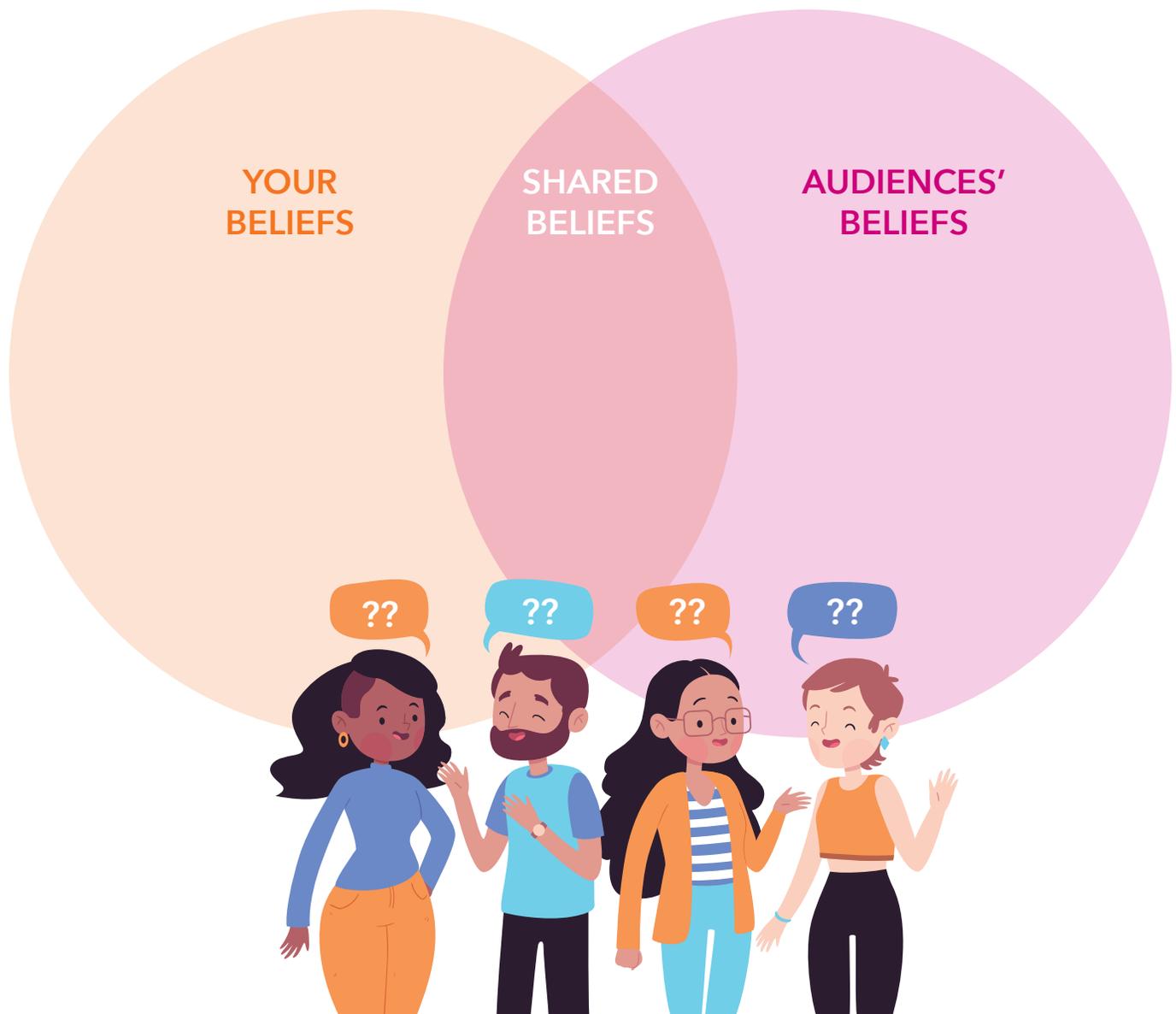
**4.** Who will most likely oppose  
your efforts?

Business leaders?  
Policymakers?  
Community leaders?

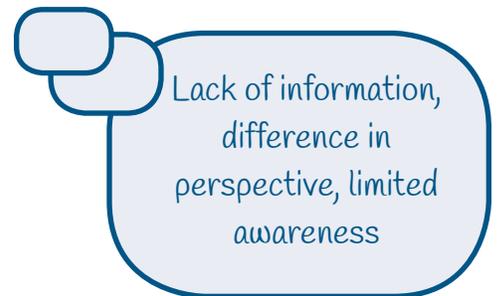
# STEP 3: Enlist Your Audiences

Now that you know who you need to reach, what kind of messaging and communications do you need to reach them?

1. What beliefs or values do your audiences hold that you can tap into? Where do your values intersect?



- 2.** What obstacles or barriers might prevent your audiences from joining your cause? Write down some of what comes to mind.



- 3.** Write three brief messages that you will use to engage your audiences.

1.

2.

3.

4. Name one specific request that you will ask of each audience.

**AUDIENCE #1:**

**REQUEST:**

**AUDIENCE #2:**

**REQUEST:**

**AUDIENCE #3:**

**REQUEST:**

# STEP 4: Spread the Word

Tactics can be as simple as starting a social media campaign or grabbing coffee with a local influencer. Get creative!

- 1.** What three concrete steps will you need to take over the next 12 months to make your vision a reality? These steps are your objectives.

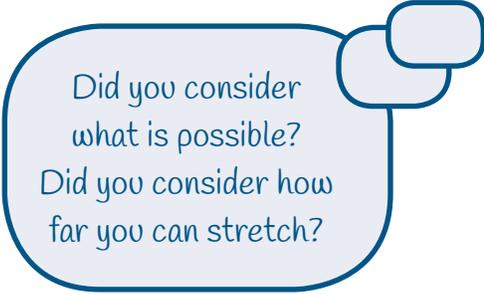
1.

2.

3.

- 2.** Let's start small. What is one activity or idea that you can begin to implement immediately?

3. Now let's think bigger! Describe the most ambitious (but realistic) activity or idea that you would like to implement over the next 12 months.



Did you consider  
what is possible?  
Did you consider how  
far you can stretch?

**4.** List the resources you'll need to make these activities happen.

1.

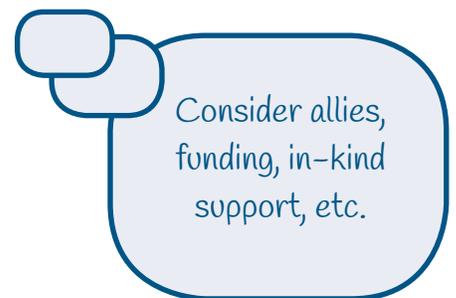
2.

3.

4.

5.

6.



# STEP 5: Measure Your Progress

How will you know if your action plan is heading in the right direction?  
Use the following questions to measure your progress.

1. Did you connect with the decision-makers who you need to influence to achieve your objectives?

Connected with everyone  Connected with no one



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2. Did you talk with the audiences that you identified?

All of them  None of them



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**3.** Did the messages that you developed resonate with your audiences?

Resonated Completely  Didn't resonate at all



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**4.** Have you been successful in recruiting new partners to your cause?

Very successful  Not successful at all



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5. How did the challenges that you anticipated facing match the challenges that you actually faced?

PREDICTED CHALLENGES	ACTUAL CHALLENGES

6. What are the small wins that you and your allies can celebrate?  
How will you build on them?

SMALL WINS	HOW YOU'LL BUILD

# STEP 6: Reflect and Share

## REFLECT:

Use this space below to reflect on your experience.

1. What are the top three lessons that you learned during the SOAR Leadership Series that inspired you to take action?

1.

2.

3.

Throughout this journey, how has your perspective on women's leadership changed or evolved?

Knowing what you know now, what would you do differently?

How has your network of women leaders strengthened or expanded throughout this process?

Have you experienced any significant setbacks as you've worked toward realizing your vision?

## SHARE:

You're excited and now you have a plan to get started. Spread that energy and let your peers and community know that you intend to harness your momentum and take action. Feel free to create your own social posts and share your own photos. Just be sure to use the hashtag **#WeLeadWeSOAR**. Encourage your friends, family, classmates, mentors, role models, and other supportive members of your community to join the SOAR community and take action with you. Also, take your social media conversation to the [Aspen Institute Forum on Women and Girls online](#) forum. Below are sample Tweets that you may use:



*My action plan transformed my ideas into real opportunities to make my community a place for women & girls to thrive. I ask @ \_\_\_\_ to join the #AspenSOAR community, share their knowledge, lead bold conversations, and spark action. Together, #WeLeadWeSOAR!*

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*After the #AspenSOAR Leadership Series, I developed an action plan to turn my ideas into real opportunities for women & girls. I collaborated with @ \_\_\_\_ to create \_\_\_\_, and together we resulted in \_\_\_\_ . When #WeLeadWeSOAR!*

## TEMPLATE TWEETS

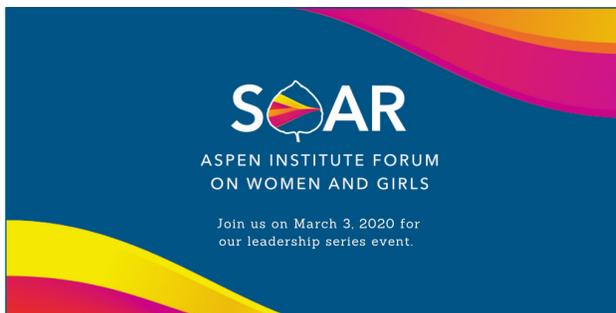
There are many ways to share your commitment and support online, and these are just a few to get you started. Feel free to create your own social posts and share your own photos. Just be sure to use the hashtag **#WeLeadWeSOAR**. [Download these social graphics to get started.](#)



Thrilled to be at the @AIFWG SOAR Leadership Series! Together, we can make our global community a place for women & girls to thrive. Join #womenleaders from around the world in our live stream & chat discussion: <http://bit.ly/37NcmCJ>



I attended the #AspenSOAR Leadership Series to connect with women from across the world & my community and move toward opportunity. When #WeLeadWeSOAR! Join our community today. #womenempowerment <http://bit.ly/37NcmCJ>



I'm planning to attend the #AspenWomen SOAR Leadership Series & host a gathering in my own community to turn our ideas into real opportunities for women & girls. Together, #WeLeadWeSOAR. Learn more and join us on March 3. <http://bit.ly/37NcmCJ>



I support #womeninleadership in my community. After joining the #AspenSOAR community, I collaborated with \_\_\_ to create \_\_\_ to ensure women & girls have opportunities to thrive. When #WeLeadWeSOAR! <http://bit.ly/37NcmCJ>