**Exercise B: Evaluating Strengths**

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**Instructions:**

1) Through an individual or group process, complete the table below by listing your primary strengths and evaluating their potential. Your answers should be based on information that you have available at this point in time as well as your gut instinct.

2) Once you have answered all of the questions for each strength, rank the overall potential of the strength. A is for high potential, B is for moderate potential and C is for low potential. Remember, this is an art, not a science. Do the best that you can with what you know at this point in time.

3) Identify the top strengths and related opportunities based on those strengths that have the highest scores and opportunities with the most promise.

| **Strength** | **Is this different and distinct?**  **(Yes or No)** | **Who would value this strength?**  **(Identify)** | **How valuable is it? Do other options exist?**  **(Low, Medium or High)** | **What is the willingness and ability to pay for the strength?**  **(Low, Medium or High)** | **Is this a long-term strength?**  **(Yes or No)** | **What opportunities exist for this strength?** | **Overall Rank of Strength**  **(A, B or C)** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Example: New indoor gymnasium | Yes | * Athletic leagues (youth and adult) * Parents with children * Organizations in need of a large indoor space | Medium | Low | Yes | * Facility Rental Venture * Summer Day Camp * Winter Break Day Camp | B |
| Example: Care management services | No | * Seniors * Persons with elderly family members * Persons with disabled family members | High | Medium | Yes | * Geriatric Care Management * Care Management Services | B |
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