

Exercise B: Evaluating Strengths

Instructions: 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. 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.

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	<ul style="list-style-type: none"> • Athletic leagues (youth and adult) • Parents with children • Organizations in need of a large indoor space 	Medium	Low	Yes	<ul style="list-style-type: none"> • Facility Rental Venture • Summer Day Camp • Winter Break Day Camp 	B
Example: Care management services	No	<ul style="list-style-type: none"> • Seniors • Persons with elderly family members • Persons with disabled family members 	High	Medium	Yes	<ul style="list-style-type: none"> • Geriatric Care Management • Care Management Services 	B

Adapted from: Community Wealth Ventures' Community Wealth Seekers Guide

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)

Adapted from: Community Wealth Ventures' Community Wealth Seekers Guide

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)

Adapted from: Community Wealth Ventures' Community Wealth Seekers Guide

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)

Adapted from: Community Wealth Ventures' Community Wealth Seekers Guide

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)

Adapted from: Community Wealth Ventures' Community Wealth Seekers Guide

Adapted from: Community Wealth Ventures' Community Wealth Seekers Guide