

# ACTION PLANNING FOR PREVENTION

---

## STEP 4: GENERATE A STRATEGY

One of the areas that creates stress for a team or practitioner during the action planning process is generating a strategy that meets goals, is clear and utilizes the information from the COWS brainstorm activity. Here, we suggest flipping the order of the COWS analysis, and using the following formulas to outline your new strategy for moving forward:

### Strengths + Opportunities | Maxi/Maxi Strategies

- \* These strategies use strengths to maximize opportunities
- \* Look at your opportunities list: How can your strengths help you accomplish these opportunities?

### Strengths + Challenges | Maxi/Mini Strategies

- \* These strategies use strengths to minimize challenges to your initiatives
- \* Look at your strengths list: How can your team use your listed strengths help you navigate challenges to your implementation & support of prevention initiatives?

### Weaknesses + Opportunities | Mini/Maxi Strategies

- \* These strategies minimize weaknesses by taking advantage of opportunities
- \* Look at your weaknesses list: What opportunities will help you navigate or minimize the areas of difficulty that your team might have?

### Weaknesses + Challenges | Mini/Mini Strategies

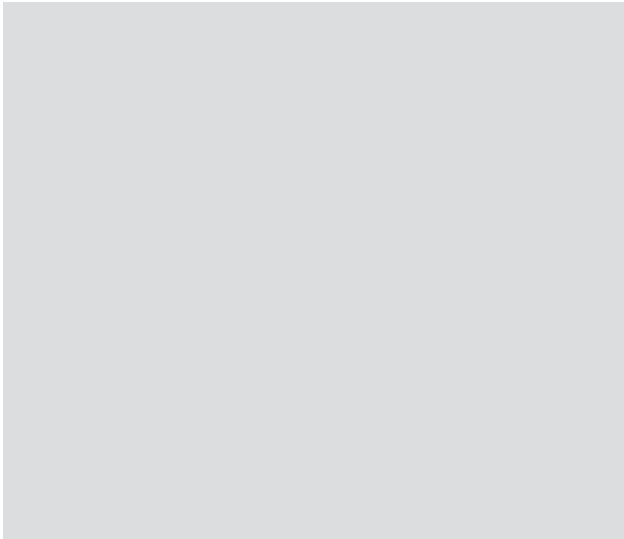
- \* These strategies minimize weaknesses and avoid challenges
- \* When you look at these two categories combined, what will your team need to implement in order to avoid pitfalls related to both?

## PROGRESS CHECKPOINT: GENERATE A STRATEGY

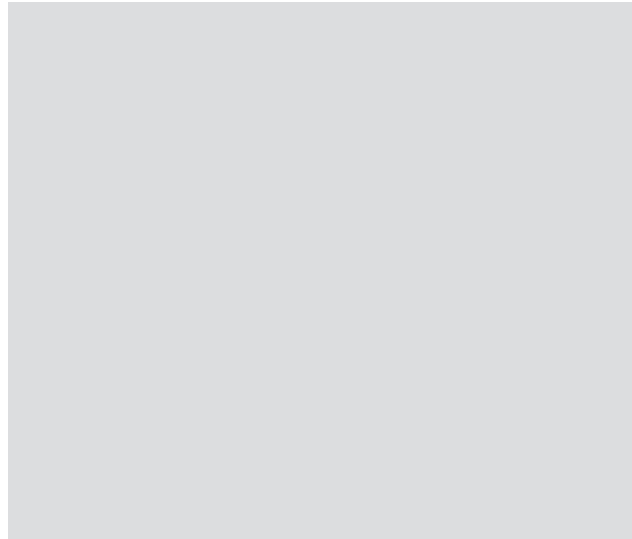
As you fill out this checkpoint, use the notes on the previous page to help guide you through each section.

STRENGTHS

### STRENGTHS + OPPORTUNITIES

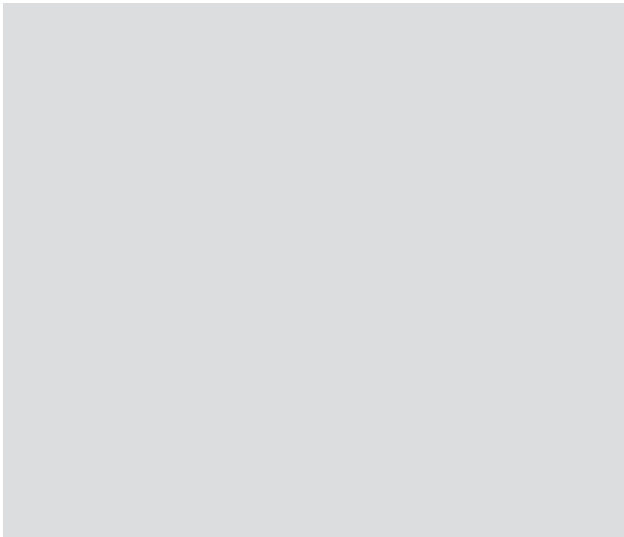


### STRENGTHS + CHALLENGES

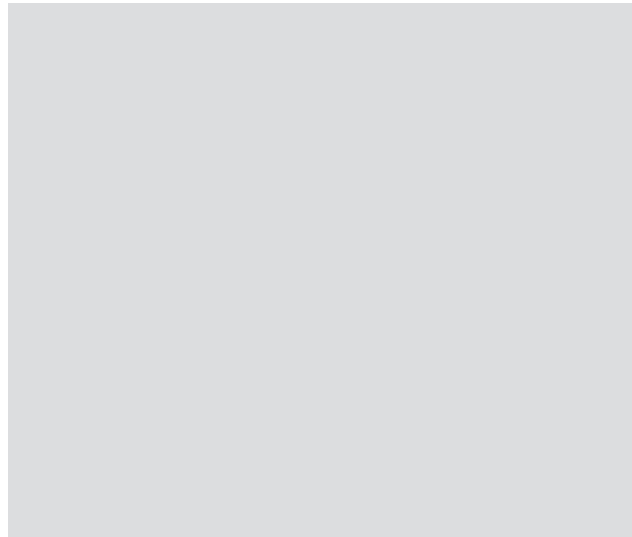


WEAKNESSES

### WEAKNESSES + OPPORTUNITIES



### WEAKNESSES + CHALLENGES



**NEXT STEP: WRITING STRATEGIC GOALS**