Potential Opportunity Analysis

Identify Potential Opportunities	Identify Likely Causes	Take Promoting Actions

Identify Potential Opportunities

State the action

What decision, action, plan, or end result do we need to leverage?
What decision, action, plan, or end result might contain unexpected benefit?
Write a short, clear statement. Include action, end result, and modifiers. Time frame and cost are optional

List potential opportunities	Use knowledge and experience OR...
When we take this action, what could go better than expected?	*Which potential opportunity should we work on first? Mark with**
	Which potential opportunity is likely to offer the greatest benefit?
What benefit(s) could this action cause?	**...Use assess the benefit to set priority**
Visualize what opportunities could occur while taking the action	*How likely is this potential opportunity? (probability)*
	How beneficial is it likely to be? (benefit)
List quickly without discussion Revise into object/positive deviation format	*Record (P) and (B) data. Rate H/M/L*
	Work on highest combinations first

Identify Likely Causes

Consider causes for the potential opportunity

What could cause this potential opportunity?

What else could cause…?

Review similar experiences

List many likely causes for each potential opportunity

Explain how each cause could create the potential opportunity

Take Promoting Actions

Take actions to encourage likely causes

What can we do to promote or increase the chances of this likely cause?

How can we ensure this likely cause will create the potential opportunity?

List many promoting actions

Assign responsibility, resources, and time frame for each

Potential Opportunities	Probability	Benefit	Likely Causes	Promoting Actions

Potential Opportunity Analysis

Prepare Capitalizing Actions and Triggers

Prepare actions to enhance likely impact	Set triggers for capitalizing actions
What actions will we take if the potential opportunity happens?	*How will we know the potential opportunity has occurred?*
What actions will maximize the benefit if this happens?	*What will cause the capitalizing action to start?*
What can we do to respond as quickly, cheaply, and effectively as possible?	*Set a trigger for each capitalizing action* *One trigger can initiate more than one capitalizing action* *Identify the system or person that will initiate the capitalizing action*
Brainstorm a list of capitalizing actions *Involve others who will complete or judge the action or plan*	*Automatic triggers are preferable—they do not require judgment*
Prepare capitalizing actions in advance *Assign responsibility, resources, and time frame for each*	*Use manual triggers when there is a choice of capitalizing actions* *or when the need for action has to be assessed*

Capitalizing Actions	Triggers

Potential Opportunity Analysis

1 Identify Potential Opportunities

When to use Potential Opportunity Analysis?

Do we have a decision, an action, or a plan that could be leveraged?
Do we need to know the likely causes to cultivate or enhance the benefit?
Do we need to have actions in place ready for deployment to maximize the impact?
Yes to any of the above = use Potential Opportunity Analysis

State the action	List potential opportunities
What decision, action, plan, or end result do we want to leverage? *What decision, action, plan, or end result might contain unexpected benefits?*	*When we take this action, what could go better than expected?* *What benefit(s) could this action cause?*
Write a short, clear statement *Include action, end result, and modifiers* *Time frame and cost are optional*	*Visualize what opportunities could occur while taking the action* *List quickly without discussion* *Revise into object/positive deviation format* *If it is difficult to identify the object and positive deviation, separate and clarify the potential opportunity*

Use knowledge and experience	OR	Use assess the benefit to set priority
Looking at the list of potential opportunities, ask: *Which potential opportunity should we work on first? Mark with ** *Which potential opportunity is likely to offer the greatest benefit?*		*How likely is this potential opportunity? (probability)* *How beneficial is it likely to be? (benefit)* *Assess overall probability of the potential opportunities and mark High, Medium, or Low (H/M/L)* *Assess overall benefit of the potential opportunities and mark High, Medium, or Low (H/M/L)* *Use "+" or "-" to further refine the ratings*
If priority order is clear, mark the potential opportunity to work on first with an asterisk (*) *Continue the analysis starting with the highest priority potential opportunities* *If priority order is not clear, then Use Assess the Benefit to determine the priority before proceeding with the analysis*		*Select highest combinations of probability and benefit (H-H, M-H) to work on first* *If it is difficult to assess probability, then first identify likely causes* *If it is difficult to assess benefit, then first identify likely impact*

2 Identify Likely Causes

Consider causes for the potential opportunity

What could cause this potential opportunity?
What else could cause…?

Review similar experiences
List many likely causes for each potential opportunity
Explain how each cause could create the potential opportunity

3 Take Promoting Actions

Take actions to encourage likely causes

What can we do to promote or increase the chances of this likely cause?
How can we ensure this likely cause will create the potential opportunity?

List many promoting actions
Assign responsibility, resources, and time frame for each

4 Prepare Capitalizing Actions and Triggers

Prepare actions to enhance likely impact

What actions will we take if the potential opportunity happens?
What actions will maximize the benefit if this happens?
What can we do to respond as quickly, cheaply, and effectively as possible?

Brainstorm a list of capitalizing actions
Involve others who will complete or judge the action or plan
Prepare capitalizing actions in advance *Assign responsibility, resources, and time frame for each*

Set triggers for capitalizing actions

How will we know the potential opportunity has occurred?
What will cause the capitalizing action to start?

Set a trigger for each capitalizing action *Automatic triggers are preferable—they do not require judgment*
One trigger can initiate more than one capitalizing action *Use manual triggers when there is a choice of capitalizing actions*
Identify the system or person that will initiate the capitalizing action *or when the need for action has to be assessed*