

Crafting Effective Opportunity Statements

Crafting Effective Opportunity Statements (+ Problem Statements)
Question in focus

The opportunity is _____

Strategies

1. Write it, restate it later, compare.
2. Map connections to H.P.
3. Serial Questioning
4. Identify possible barriers
5. Examples of success
6. First 3 steps

opportunity

HP

barriers "problems"

questions

Criteria

1. Clarity
2. Causal relationship
Higher Purpose
3. Single Subject / single predicate
4. SCOPE: vis-a-vis
resources
+ TIME
5. How different from others

Related Opportunities	DRAFT
==	=
==	#1
==	==
==	==
==	==
==	==
==	==