

"HOW TO" ON OPPORTUNITY ANALYSIS

ABSTRACT

Expand the breadth of your role to help your organization improve how processes are being performed. Be proactive! Be an advisor! If you want to grow your career and be more of a trusted advisor or a consultant, you want to find opportunities that will help your organization meet or exceed their goals. But where do you look? How do you convince stakeholders that it is a good idea? We won't be talking business case or project charter—we will be focusing on finding and selling ideas that will help your organization or enterprise. We will focus on leveraging existing assets, and on the tools and techniques that uncover opportunities.

COURSE MODULES

- Module 1: Thinking Like a Consultant
- Module 2: To Define Scope
- Module 3: To Clarify Data and Process
- Module 4: To Measure and Make Decisions
- Appendix: Resources

1. BUILD THE RELATIONSHIP

- Art of Building Relationships
- Trust and Relationships
- Consider Your Network

2. WHERE TO LOOK

- Opportunity Defined
- Where Opportunities Come From
- Look for Value Drivers
- Leverage Organizational Assets
- Assessing the Opportunity

3. COMMUNICATE THE OPPORTUNITY

- Formalizing the Recommendation
- Clearly Conveying Findings
- Writing a Value Proposition

4. SELLING THE RECOMMENDATION

- Influence Techniques
- Presenting to Management Teams

Note: The course totals 3 hours. Each module is approximately 40 minutes allowing for at least a 20-minute Q&A at the end.