





BECOMING AN OPPORTUNITY MANAGER

In this activity, you will use your Hard Trends to rank and refine opportunities to become an Opportunity Manager.

Rapid Application Learning Activity Worksheet	
<p>While watching the video <i>Becoming an Opportunity Manager</i>, you learned that the Three Digital Accelerators that are driving exponential change have reached an inflection point that represents more disruption and opportunity than humankind has ever seen.</p> <p>We will continue to react and respond to unforeseen changes and crisis management, but it is now imperative to spend time as an Opportunity Manager looking at the Hard Trends that will shape the future and taking action on the related opportunities.</p>	
<p>Opportunity Manager</p>	<p>The majority of our time is spent putting out fires and reacting and responding to change, which is often referred to as crisis management. Opportunity managers do spend time reacting and responding, but they also understand that the future is where we will all spend the rest of our lives. They embrace the need to spend time thinking about the future and planning for it. Opportunity Management starts with the practice of carving out at least one hour per week to think about and plan for the future. An Opportunity Manager spends time looking at the Hard Trends that will shape the future and takes action on the related opportunities.</p>
<p>Three Digital Accelerators</p>	<p>The exponential growth in Processing Power, Digital Storage, and Bandwidth represent the Three Digital Accelerators. Burrus Research has been tracking all three since 1983, and all have been advancing in a very predictable way over the past thirty years and have been used to create accurate time frames for technology-driven change and transformation. Every business process is directly influenced by all three of the accelerators. Hard Trends define “what” will happen, and the Three Digital Accelerators provide the “when.” At this point, they are driving the transformation of every business process.</p>
<p>Activity #1</p> <div style="text-align: center;">  </div>	<p>Follow these steps: Using Hard Trends, what future problems can you predict will happen in your organization?</p>

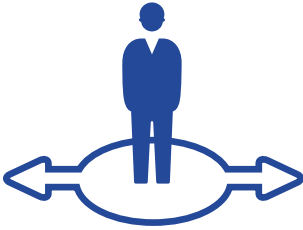

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<p>Activity #2</p> 	<p>Using the Hard Trends listed in Activity #1, what are the related opportunities?</p>
<p>Activity #3</p> 	<p>Review each of the opportunities in Activity #2. What are the predictable problems you might encounter while executing this opportunity?</p>
<p>Activity #4</p> 	<p>Rank the opportunities you identified in Activity #2. Use a scale from 1 to 3 using the following parameters: (1) Low effort, quick payoff; (2) More effort, big payoff; (3) Significant effort, major payoff.</p>

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<p>Activity #5</p> 	<p>Prioritize and manage your list by grouping your opportunities using two levels of consequences if you don't act.</p> <p><i>Could Do - Low consequence. Everything within your power that you can implement.</i></p> <p><i>Should Do - Mid-level consequence. Important to do. Beneficial for the organization.</i></p>
<p>Activity #6</p> 	<p>Refine the list you generated above to the must do opportunities.</p> <p><i>Must Do Opportunities have high-level consequences. They are vital, game-changing and improve the health of the organization.</i></p>
<p>We recommend that after finishing this activity – find time to reflect – make a commitment with yourself, schedule at least one hour a week to unplug from the present and plug in to your future. Practice using Hard Trends and Soft Trends to look at the future.</p> <p>Additionally, we've developed the Opportunity Manager Action Planning Tool to make organizing and documenting this exercise easier. It's designed in MS Word, so it's expandable, shareable and something you can use as a template for planning now and into the future. To purchase go to: https://goo.gl/uwGmGg</p>	