

## Opportunity Selection

Your organization is united in its understanding of why you exist. You have collectively rallied around the same description of the desired future. Now it's time to move forward. But where to start? You find that you have an overwhelming number of starting points, each with its own compelling reasons for being selected.

### What

Most opportunities are initially identified as probable solutions to existing problems. Since most of us are good at thinking of solutions to problems, it doesn't take long before we have more opportunities to work on than there is time or money. So only a portion of the identified opportunities can be selected to work on. It becomes important to reach collective agreement on which opportunities will be pursued. With collective, organization-wide agreement, energies are directed and harnessed toward the same outcomes. Real accomplishments are achieved and celebrated. Your organization moves toward its vision.

### Why

Opportunity selection can be energizing and uniting, or it can be fraught with conflict and politics, depending on how it is done. The key is to use an objective process that builds consensus on *which opportunities will produce the most benefit across the board*. Think of how powerful your organization can be when it can identify, select, and then leverage a selected group of opportunities that have impact over the widest range of problems.

### How

Cornerstone can help you to learn a process for opportunity selection, as well as take your organization through the process with your current opportunities.

## Consulting Services for Opportunity Selection

Topic	Snapshot
Opportunity Selection	the process of reaching organizational agreement on the opportunities to pursue
Organizational Planning©	a planning process tailored to your organization (typically completed in 9 – 12 sessions)