**Opportunity Redefinition – Template**

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| **1. Clearly define the objective or opportunity in the form of a statement.** |
| Click or tap here to enter text. |

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| **2. Select three of the most interesting worlds from the statement and generate creative alternatives for each of them.** |
| 1. Click or tap here to enter text.  2. Click or tap here to enter text.  3. Click or tap here to enter text. |

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| **3. Record the creative alternatives to selected words on a table. Add them to a column below the original words.** | | |
| **Original word 1** | **Original word 2** | **Original word 3** |
| Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |

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| **4. Replace words in the objective or opportunity statement from step 1 with the creative alternatives. Experiment with various combinations.** |
| Click or tap here to enter text. |