**Opportunity Redefinition – Template**

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

|  |
| --- |
| **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. |

|  |
| --- |
| **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. |

|  |
| --- |
| **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. |