



## Opportunity Redefinition

The purpose of this technique is to understand an opportunity in different ways. It accomplishes this by replacing three important words in a problem statement, or statement of an objective, with various alternatives. Despite not making sense on every occasion, some combinations of words may trigger new ideas. The approach may be used individually or in the context of a group.

### Using 'Opportunity Redefinition'

Step 1: Clearly define the objective or opportunity in the form of a statement.

Step 2: Pick three of the most interesting words in the statement and generate creative alternatives for each of these words. For instance, words describing the 'who', 'what', 'where', 'when', 'why', or 'how' can be selected.

Step 3: All words are added to a table with the original words at the top of each column and the alternatives entered below.

Step 4: New objectives or opportunities are generated through replacing the focal words in the statement with the alternatives and examining the new combinations.

