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Threat-Opportunity Matrix

Instructions:

1. Identify drivers (external and internal factors) that build the case for change for your initiative.
2. Discuss the questions provided to begin identifying how to frame the need for this change most effectively (so that people really hear and understand it).
3. Use this information as input to frame / customize your communications with different stakeholders based on their perceptions about relevant threats and/or opportunities.

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Threat-Opportunity Matrix



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Threat-Opportunity Matrix

A. Which quadrant on the matrix does our organization/unit usually identify as the reason to change?

B. Which quadrant best describes how our initiative/project is viewed right now?

C. Which quadrant would be most beneficial to implementing our initiative/project? Why?

D. Which quadrant represents "best practice" in our organization? In other successful organizations?

E. Do we need to change the way our initiative/project is viewed? If so, what actions need to be taken?

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