



Introduction to Opportunity Framing

In-house Training Course

helping leaders
build thriving teams
and projects.



wilson.*biz*
Consulting

Introduction to Opportunity Framing

Learn how to successfully implement an Opportunity Framing Workshop for complex projects to achieve clarity on scope, stakeholder's alignment, and team engagement right from the start. Our flagship course is delivered virtually or in person offering you great content, maximum interaction, and flexibility on your terms. **Done For You** or **With You**—let's chat to identify the best fit-for-purpose solution for your project organization.

Why In-House?

- Practical and immediate application to various project roles
- Cost effective by training large groups within your organization
- Fosters open communication, team building and collaboration
- Integrates your case studies for tailored experiences
- Addresses potential gaps in your organization's existing management practices for early project planning and governance structure

Poorly defined projects and stakeholder's misalignment are two most common reasons why so many capital projects fail to achieve its initial objectives. Opportunity Framing is an industry Best Practice used for complex projects, where the solution is not obvious, stakeholders are potentially misaligned and large investments required to realize the value.

This breakthrough type workshop aims to align project team, decision makers and key stakeholders upon what the project is about and what it takes to make it happen.

When applied effectively, it helps to bring everyone on the same page and answer questions including:

1. what is the organizational fit
2. where the value comes from
3. what the end goal is
4. what the roadmap is, including the effort required to make the project successful

This course is taught in the context of the project life cycle, and it covers the basics of stage-gated process, decision making and explains what it takes to host the opportunity framing workshop successfully.



No matter how good the team or how efficient the methodology, if we're not solving the right problem, the project fails."

Woody Williams

Formatting & Structure

The course is presented live with interactive group exercises and discussions and may take between 3 to 5h depends on the number of modules, “adds-on” and case studies.

The topics include typically the following:



Topic 1

Introduction to Project Life cycle (Stage Gated Process)

What project is, examples of projects, project characteristics, challenges in project management, stage gated process, principles, FEL, the role of decision gates. Case study.



Topic 2(Optional)

Common biases in project management

Explanation of common biases in project management: affinity bias, overconfidence, anchoring, confirmation bias, framing bias, groupthink, and discussion on how to overcome them.



Topic 3

What is Opportunity Framing?

Explain what opportunity framing is, the benefits, the intent, the process, and the key roles. Where does it fit in the life cycle of the project?



Topic 4

Opportunity Framing – key tools

Explain the intent and application of the key tools used in the workshops such as value drivers, opportunity statement, decision hierarchy, stakeholders' identification or a roadmap and others.



Topic 5

Facilitating Opportunity Framing Workshop

Preparing to facilitate, facilitator's role and responsibilities, key rules in engagement.

Who is it for?

- project managers, project engineers, risk and quality engineers working in the early phases of the project
- functional managers involved in resource allocation for early phases projects
- decision makers and sponsors involved in decision gates
- project teams involved in the early project planning
- those assigned to facilitate opportunity framing workshop
- anyone who is interested in learning about participatory approach to project management

wilson.biz

Consulting

Iwona Wilson,
Strategy Consultant
Erie Consulting LLC

400 Mann Street
Suite 900, Corpus Christi
TX 78401



www.wilson.biz



404-452-6417



iwona@wilson.biz



*Great things in business are never done by one person, they're done by a **team** of people."*

Steve Jobs

Bringing ideas to *life*