

The Coras Group: OPPORTUNITY DISCOVERY

The Opportunity Discovery tool guides busy leaders in answering one important question: *"What should I do next?"* Whether you're at an early stage with too many ideas to count, or are looking for efficiencies in the business you've been running for years, this process will give you clarity around projects that will set you up for success (and how to tackle them).

Opportunity Discovery Process

Intake Query

An intake form, completed on your own time, will highlight your biggest challenges, most pressing needs, and forward-looking goals. There is value in asking the right questions!

Brainstorming Discussion

Using the intake query form as a springboard, we'll take time to clarify what you've shared so far, dig into anything that requires more detail and brainstorm potential solutions.

Opportunity List

Using the query information and observations from the brainstorming discussion, Aimee will create a personalized opportunity list for your organization. Documentation will include a detailed description of potential solutions, and a "first step" look at how a project could be approached. This often becomes a living tool that can be used by your team going forward.

Priority Matrix

Some priorities will be immediately apparent. But you might need some help identifying which efforts you should undertake first. Is company culture most important to you? New customer acquisition? Pursuing partnerships? We'll build a customized matrix that will help you prioritize projects with your goals in mind.

Summary & Readout

The final work product will contain all of the above, as well as a summary deck detailing findings and forward-looking opportunities. A readout will be scheduled with leadership and, if desired, the entire team.

Outcomes & Benefits

- Expert inquiry process
- Identification of current needs and inefficiencies
- Working list of project opportunities
- Customized prioritization method
- Detailed description of forward-looking projects

