

OPPORTUNITY FRAMING

FRAMING AND PREPARING FOR A
NEW PROJECT / OPPORTUNITY



OPPORTUNITY FRAMING INTRODUCTION



Introduction to Opportunity Framing:

Opportunity Framing is an interactive session designed to think strategically about a proposed opportunity. It seeks to define the goals, scope, value drivers, risks, key decisions, assumptions, and stakeholders of the opportunity.

Opportunity Framing is a high-value activity conducted early in the development cycle when the potential to create and capture value is at its greatest. It is a discrete and structured activity that should involve a multi-disciplinary team.

Why Do Opportunity Framing:

- Define the opportunity (and the value) that is being pursued.
- Define 'success', outline scope, approach, assumptions, value drivers, risks, and key decisions.
- Commence work on the essential elements: risk and stakeholder management, impact assessments, building a decision-based integrated plan, and assurance plans.
- Leverage organisational knowledge and experience in the earliest stage possible.
- Achieve alignment amongst key stakeholders.
- Provide clear deliverables and scope for the next phase which sets the opportunity up well for success.

Initial Opportunity Framing should be done in Assess phase or at the commencement of Select

Refreshes of the Opportunity Frame can be useful at the start of Select and/or Define

Opportunity Framing recommended at the start of EoFL / Decomm planning

WHEN?

Assess
FEL1

Select
FEL2

Define
FEL3

Execute

Operate

Decommission



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Process:

- Full-Day (or two half-days) workshop.
- Independent facilitation allowing team to focus on the opportunity.
- Limited pre-work required (low admin process)
- Standard agenda. Open and honest discussion.
- Report out session (and deliverables) within a week.

Castle Controls have experienced Opp-framing facilitators and Opp-framing materials. We can help run engaging and value-add sessions for your organization.

Outputs:

- Opportunity Statement
- Value Drivers & Trade-offs
- Definition of Success & Critical Success Factors
- Stakeholder Map
- Risk analysis and Risk list (initial)
- Key Decisions required (and Hieracrchy)
- Roadmap for the next phase

We'd love to discuss with you how our Opportunity Framing solution could help your organization define and progress aa new opportunity. Please reach out for more information.

CONTACT US



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