

Opportunity Spotting Canvas

SURFACE ISSUES AND CONNECT THEM TO WHAT MATTERS MOST FOR KEY STAKEHOLDERS.



Observed **Symptoms**

What issues are we seeing in the client's environment?



Underlying **Issues**

What's likely causing these symptoms?



Personal **Challenge**

Which executive stakeholders need to know about this? What are their job role drivers? How are these issues making their job harder?



Framed **Insight**

What have we connected to our expertise and experiences they may not have seen?



Value **Hypothesis**

What could the client gain if they address the issue? What are the risks of inaction?



Credible **Ask**

What is the conversation we want to ask for, that may open the door to a project?