

WORKSHEET: TURN OR CHOICES INTO AND OPPORTUNITIES

WE OFTEN ASSUME THAT CHOICES ARE LIMITED TO DOING ONE THING OR THE OTHER. USE THIS TOOL TO BRAINSTORM HOW A HISTORIC OR CHOICE COULD BECOME AN AND OPPORTUNITY

OR Choice

What have you historically considered to be an OR choice (i.e. we can do this or that, not both)?

AND Opportunity

How might you turn the OR choice into an AND opportunity (i.e. we can do this and that)?

What is the value of creating this AND opportunity?

If it is worth seizing the AND opportunity, where do you start?

--	--	--	--