

② Risk Response strategies for Positive Risks (Opportunities):

- Opportunities are uncertainties that can benefit the project. The goal is to increase the likelihood or impact of these opportunities.

2.1) Exploitation (Ensure the Opportunity Happens):

- it is an aggressive strategy which aims to guarantee that the opportunity occurs.
- the team takes all necessary actions to capture the benefit.
- ex. a slw company sees a chance to be first-to-market with a new feature. To exploit the opportunity, they allocate extra resources to speed up development.

2.2) Enhancement (Increase the Likelihood or Impact):

- if an opportunity cannot be guaranteed, then enhancement focuses on increasing the probability or impact of the opportunity.
- it involves optimizing project processes, improving efficiency or allocating more resources.

ex. a retail company expects a high demand for their product launch. To enhance this opportunity, they increase production capacity in advance.

2.3) Sharing Partner with a Third Party to Capture the Opportunity:-

- it involves collaborating with another entity (eg. Vendor, supplier or competitor) to maximize the benefits of an opportunity.
- it is commonly used in joint ventures, strategic partnerships & co-branding efforts.
- ex: A tech startup sees an opportunity to enter a new international market but lacks expertise. So, they can form a joint venture with a local company to access new customers.

2.4) Acceptance (Recognize the Opportunity without Taking Direct Action):-

- it means recognizing a potential benefit but not taking proactive steps to ensure it happens.
- it is used when ~~the~~ⁱ⁾ an opportunity has a low probability to occur or uncertain impact.
- ii) the cost of pursuing the opportunity is too high compared to the potential benefit.
- the org. prefers to wait & see rather than take immediate action.