

Opportunity Strategy Matrix

Instances Where Use Is Recommended

Strategy	Exploit	When a change to the solution approach means scope will be enhanced , and the alternate solution assures a more positive outcome.	When a change to the solution approach increases solution capability, and stakeholders accept that expanded capability because the opportunity is worth any costs incurred.	When a change to the solution approach expands solution capability, and stakeholders accept the expanded capability even when the solution will take longer to construct. Diligent tracking should be performed to ensure the expanded solution is produced in the agreed time frame.
	Escalate	When executing an opportunity response action is clearly beyond the authority of the project manager.	When capitalizing on an opportunity may have significant political or cultural implications. The authority of a senior leader may be necessary to ensure the response is embraced appropriately.	When capitalizing on an opportunity may benefit one part of the organization and not another. The sponsor should be informed to make a decision on executing the response action and negotiating with the senior leaders who are in conflict.

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Strategy	Share	When an outside party, such as an expert vendor, can perform the work to achieve better results.	When you seek to create a long-term relationship with another party, you can provide them with an opportunity. While it might not benefit this specific project, the long-term benefits (opportunities) lead to sharing as a beneficial practice.	When your organization is involved in a strategic partnership and that partner has specific responsibility for managing a product or service that is part of your project domain. The partner would also manage the opportunity.
	Enhance	When an opportunity is available and an acceptable action is possible that increases the possibility of the opportunity happening.	When an opportunity is available and an acceptable action is possible that improves the impact on the project if the opportunity happens.	When an opportunity is available, and it might have impacts that cannot be quantified; for example, enhancing the reputation of the company in the public eye.
	Accept	When the impact of the opportunity is low. The impact should be understood and the opportunity monitored. If the impact of the opportunity increases, another response action (such as enhance) may be appropriate.	When the probability of an opportunity occurring is low. Should the opportunity occur, the impacts could be capitalized upon at the time of occurrence.	When there is no practical action that can be taken to increase the impact or probability of an opportunity occurring.