### Opportunity Management Process

1. Define and State the Opportunity (Note: There may be several interrelated issues; if there are too many, you may want to use multiple processes.)
2. Define the Rewards for Successfully Managing the Opportunity
3. Define the Obstacles that you Know of or Anticipate
4. Set High-Level Goals for Managing the Opportunity (Dates and Desired Outcomes)
5. Form the Opportunity Management Team
6. Brainstorm Alternatives
7. Gather Information
8. Evaluate Alternatives
9. Make the Decision
10. Secure Commitment for the Decision
11. Implement the Decision
12. Evaluate the Results