

Opportunity Assessment Template

PROJECT:	Weight	Your Rating
Opportunity <i>For each Business Goal score 1-5:</i> <div style="float: right; text-align: right;">Fill in shaded boxes</div> <div style="clear: both;"></div> <div style="margin-left: 20px;"> 5 Directly aligned with strategic priority 1 Indirectly contributes to strategic priority 0 Not aligned with strategic priority </div>		
Business Goals	25%	
• Build brand awareness and credibility	5%	
• Cross-sell across PL divisions	5%	
• Increase revenues	5%	
* Decrease investment	5%	
• Lower operating expenses	5%	
Impact	50%	
Customer Impact	25%	
5 Resolves significant problems and issues affecting many customers 4 Fulfills commitment/promises made to many important clients 3 Improves customer service quality perceptions 2 Resolves significant problems and issues affecting a few customers 1 Fulfills commitments/promises made to a few clients 0 No or negative customer impact		
Strategic Potential	25%	
5 Clear opportunity to lead the industry with significant payback through business growth 4 Potential to grow market share and improve competitive posture 3 Could turn into a significant opportunity in the future 2 Consistent with development trends of the industry 1 Something interesting to have 0 Unlikely to provide strategic advantage		
Competitive Urgency	25%	
Advantage PL can Realize by Acting Quickly	20%	
5 PL can be a first-entry market leader by acting now 3 PL can use project to leapfrog the competition 1 PL will attain par with competition		
Window of Opportunity	5%	
5 The window of opportunity aligns exactly with the project schedule 3 The opportunity will remain valid six months from now 1 The opportunity will remain valid one year from now 0 The opportunity will always remain valid		
Total Opportunity:		100%

Source:

Advanced Project Portfolio Management and the PMO

Multiplying ROI at Warp Speed

By Gerry Kendall and Steve Rollins