

Finding and Exploring Opportunity Zones

Think of a personal opportunity zone. Then, walk the steps to design a plan to explore and exploit it. An opportunity zone is a place where your improvement will benefit both you and your organization.

- Identify an opportunity zone
- Describe what change in outcome would occur if you improved the opportunity zone. What better result or change would you - and the organization - get from your improvement? Then, determine a way you could measure progress toward that better outcome.
- Find actions that, if you increased or decreased, would improve the opportunity zone.
- Practice the new actions consistently. How can you work the new behaviors into your day?
- Measure often - Determine if you're making progress against your measurement.
- Adapt as needed. Let your progress, or lack of it, help you determine if you need to adapt your strategy.