

Threats and Opportunities Matrix



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What are the needs that are driving your change?

What are the opportunities that are going to be missed if we don't change?

What are the threats that might damage us if we don't change?

This is a great tool to start conversations and to surface and articulate the need for change.




Threats and Opportunities Matrix

Work as an organisational group

Use the tool to articulate the case for change

1. Think about the threats if we don't address this issue in the short term
 - Write threats on post its and add them to the matrix
2. Move on to think about the longer term – what will happen if these threats are not addressed?
 - Complete the matrix with post it notes as before
3. Do the same with Opportunities
4. Be as specific as you can
5. Reflect on your findings

This is what having a clear case for change looks like - Organisational 

Opportunities in the short run if we do	Threats in the short run if we don't
Opportunities in the long run if we do	Threats in the long run if we don't



This is what having a clear case for change looks like - Organisational



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Opportunities in the short run if we do

Threats in the short run if we don't

Opportunities in the long run if we do

Threats in the long run if we don't

We hope you found this tool useful. If you'd like to connect with Change Creation, find out more about the changes that we're delivering, the organisations that we're working with, we'd love to [hear from you](#).



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