

OPPORTUNITY DRIVEN MODEL STRATEGY



The **strategic intent** connects the vision and mission of an organization and answers the question: What do we want to change in the near future in our world? It forms the stable base of strategy.

Opportunities are the flexible directions the strategy might take. Opportunity driven means to have a flexible strategy, which allows you to take opportunities when they come up (e.g. new grant possibilities, new cooperation, etc.).

Construction sites are the fields of development for an organization. They are the link between the strategic intent and opportunities.

This opportunity driven model makes it possible for organizations to act and react more flexibly in an unknown and unstable environment. Often organizations are already using it without being aware they are doing so, since the old strategy approach often does not fit with today's life. The old strategy often gets lost when new opportunities come up. You never know when and which opportunities will come, but you can work on how you can see the right opportunities for your organization and be prepared for them.