

Opportunity Hunt Process Guide

Purpose

The Opportunity Hunt is a great way to get people to observe and ask questions about interesting developments in this fast changing information world. It is a method that can be used for small group thinking or as an ongoing process for observing new technologies or social trends. It can also be used as a method for inspiring the innovation of new services.

How to

1. Find an interesting article. It may be a new technology, an interesting social trend, or anything that peaks curiosity that might have an implication for libraries. Remember to think very broadly!
2. Give the group a copy of the interesting article and the Opportunity Hunt worksheet.
3. Give group time to read the article and take notes regarding their thoughts and ideas on the worksheet.
4. As a whole group share ideas.
NOTE: Depending on the size of the group, you might want to break into smaller groups for small group discussion, and then let the smaller groups report out their ideas.
5. If the group seems enthusiastic about a particular aspect, or the beginnings of a pilot project begin to develop, follow internal processes for innovating a new project. Or form a project group to develop idea for further consideration by leadership.

Materials

- Interesting article
- Opportunity Hunt Worksheet