

Existing business or just an idea...is all it takes to create an opportunity for success. However, without the right planning, information and effort, your opportunity may simply disappear.

For over twenty years Opportunity Logistics assists by linking current ideas or operation to future markets through an easily achievable and dynamic Business Opportunity Strategy using the Design Intelligence Framework.

Design Intelligence is a greater comprehensive framework that drives prospective strategy through the exploitation of Human Factors, Inspiration and Enterprise. Design Thinking is one of the ninety components of Design Intelligence. Design Intelligence is a leadership model that produces future focused enterprise. Often referred to as Business Opportunity Strategy.

Business Opportunity is a distinctive prospective or future focused approach to business leadership. It is in contrast to Business Administration which has its focus on the exploitation of resources informed by retrospective performance and data.

ideation

think tanks

design
strategy

leadership
development

ideation

A senior consultant will accompany your next big idea festival. This is an attractive and simple way to engage an Opportunity Logistics design strategist.

think tanks

These are an ideal solution for any organisation planning a strategic approach with a mixed stakeholder group. Through a series of bootcamps and facilitation sessions you will witness your team develop a dynamic strategy.

design strategy

This option is best if you prefer to have Opportunity Logistics develop your strategic direction on your behalf. A small team from Opportunity Logistics will run diagnostics and scanning, present to you the analysis and with your direction will prepare a design strategy for your organisation.

leadership development

Should you wish to develop the design strategy capability in your talent Opportunity Logistics and partner global executive education institute Nelson Education will customise skills development or qualification for your team.