



# The Art of Opportunity: How to Build Growth and Ventures Through Strategic Innovation and Visual Thinking

*Marc Sniukas, Parker Lee, Matt Morasky*

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**Innovate your way toward growth using practical, research-backed frameworks**

*The Art of Opportunity* offers a path toward new growth, providing the perspective and methods you need to make innovation happen. Written by a team of experts with both academic and industry experience—and a client roster composed of some of the world’s leading companies—this book provides you with the necessary tools to help you *capture* growth instead of chasing it.

The visual frameworks and research-based methodology presented in *The Art of Opportunity* merge business design thinking and strategic innovation to help you change your growth paradigm. You’ll learn creative and practical methods for exploring growth opportunities and employ a new approach for identifying what “opportunity” looks like in the first place. Put aside the old school way of focusing on new products and new markets, to instead applying value creation to find your new opportunity, craft your offering, design your strategy and build new growth ventures.

The changing business ecosystem is increasingly pushing traditional thinking out to pasture. New consumers and the new marketplace are demanding a profound adjustment to the way companies plan and execute growth strategies. This book gives you the tools to create your roadmap toward the new state of growth, and gain invaluable insight into a new way of thinking.

*The Art of Opportunity* will help you to:

- Start looking at business growth from a new perspective
- Create value for the customers, company and ecosystem
- Innovate strategically and design new business models
- Develop a new active business design thinking approach to innovation

Your company’s goal is to grow, and to turn non-customers into customers. The old ways are becoming less tenable and less cost-effective. *The Art of Opportunity* outlines the new growth paradigm and gives you a solid framework for putting new ideas into practice.

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