

# SCAN

## Supply Chain Analysis for Nutrition

### SUPPLEMENTARY TOOL

## ST-11

### OPPORTUNITY MATRIX

#### Background and Instructions

An opportunity matrix, like the challenge matrix compares key opportunities, solutions, or interventions and organizes them into categories, based on how urgent or how important the expected impact they could have if implemented, and how difficult they are or the level of effort required to implement. Results are organized in a 2x2 matrix as depicted in Figure 1. Each opportunity will fall in one of the four quadrants, which can help to prioritize which to try and implement first.

The x-axis represents the difficulty or level of effort required to implement the intervention. For example, a low-level effort intervention is something that only requires minimal effort from a small number of people or entities, such as an addition or a reform to an existing program. A higher-effort challenge might be something that requires significant funding, buy-in, and changes to the way people interact and do business. Examples of these higher-level effort interventions could be a policy change, building infrastructure, or establishing a new coalition of partners.

The y-axis represents the urgency or potential impact the intervention could have on nutrition in the target community. For example, a low-impact intervention might be something that affects a small number of people in a relatively insignificant way, such as making a small operational tweak to improve on an inefficiency that may impact slightly on cost. A high-impact challenge is something that significantly affects a large number of people, such as modification of a process leading to greater food safety risks.

An open discussion of challenges should take place with beneficiaries, key stakeholders, and the SCAN team to assess each challenge across both axes. Then these are charted on a matrix to visualize the data and make decisions on how to proceed.

A fillable spreadsheet and chart template are on the next page. The chart can be updated based on what has been included in the spreadsheet. Simply list each opportunity (up to 15) and assign a numerical value between 1-9 to both the x and y axis, where 1 indicates low effort/difficulty and low impact/urgency and 9 indicates high effort/difficulty and high impact/urgency.

	Low effort / Low difficulty	High effort / High difficulty
High impact / High urgency	Quick wins	Major undertakings
Low impact / Low urgency	Fill-in activities	Thankless efforts

Figure 1: Opportunity matrix

#	OPPORTUNITY	X (EFFORT/DIFFICULTY)	Y (IMPACT/URGENCY)
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

