

What Is the Color of Opportunity?

Recommendations for **Committed** Major Buying Organizations

1. **Be resolved**

- Do it like you do business.
- Don't accept the either/or argument.
- Spread accountability.

2. **Be candid**

- Acknowledge internal hurdles.
- Explain the criteria for success.
- Encourage potential.

3. **Be bold**

- Avoid the spending goal coup.
- Make inclusion a criterion for suppliers.
- Question majority/minority relationships.
- Increase your expectations for minority suppliers.

