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IMMEDIA

CONSISTENCY

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What is the current situation?

- What are the available resources?
- What are the current constraints?
- Who are the people?
- What are the current deadlines?
- What is the financial status?
- What are the time constraints?

What lead to the situation?

- The history.
- What has lead to the current status? \square
- What has been done in the past?
- How has this problem been solved before?

What outside solutions can be used?

Are there solutions from similar industries?

Are there ideas from other areas of the company?

Are there patterns to the situation challenges?

What are the patterns involved?

- Why are we in this spot?
- Why did things happen as they did to end up here?

The key facts as they stand right now.

- Does more information need to be gathered?
- Have the involved parties been interviewed?
- Has someone visited the location? \square
- What additional locations are available?
- What additional resources could be acquired?
- Other questions...

What has been tried before?

- **STABILIZE** What is repeatable? What precedents have been set? What is different than before? What was done well? What was done poorly?
 - Other questions...

What new ideas might be applied?

- What commonalities exist?
- What other areas might solutions come from?
- What can be changed?
- What are the business trends?
- What are the trends of the problem?
- What options are not being considered?

What fits the long-term strategy?

- What does a long term solution look like?
- What is the essence of the problem?
- What is the core need that should be addressed?
- What is a one year solution?
- What is a five year solution?
- Other questions...



CONNECT

NOW

Where do we want to be?

Visualize the future.

Brainstorm.

- How do all the elements fit together?
- What solutions address all issues?
- Is it in line with our long term strategy?
- What are the long term implications of the problem?
- What new perspectives can be used?

Innovate

BRAINST

- **NOISIN**

STEPS

LOGIC

COMMUNICATION

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ENGA

Peopl

Engaging

What is the measurable goal?

- □ Is there a step-by-step action plan?
- □ What do people have to do to reach the goal?
- □ What are the measurable objectives?
- □ What intermediate objectives need to be met?
- □ Which measurement is most important for the goal?

Do the goals and steps logically fit the problem?

- □ Will the steps logically reach the measured goals?
 - □ What are the probabilities of success and failure?
- □ What anomalies exist in the info and plan?
- □ How should the information be categorized?
- □ What parts of the plan are inefficient?
- □ Are all parts of the plan clearly understood?

What are the core action steps?

- □ What are the deadlines?
- How long do core actions take?
- □ When do tasks need to be started?
- □ What are the priorities of metrics and objectives?
- □ Who is responsible for each step?
- □ Which steps require more detail?

Are there more efficient methods?

- Which steps have the greatest risk?
- □ What other factors will logically impact results?
- □ What is the logical implication of the actions planned?
- □ What are the unforeseen consequences of the plan?
- □ What can be altered to make it more effective?
- □ Other questions...

How will people react?

- □ What is the "Customer Experience"?
- How will people feel about this?
- Does it show that we care?
- □ Are others personal needs met?
- □ How do we avoid conflict/frustration?

Will this build trust/loyalty/commitment?

- □ Is it ethically right or wrong?
- \Box Is this the right brand for the company?
- How do we engage intrinsic motivation?
- □ Will this be perceived positively in the future?
- □ Which of people's needs is being addressed?
- Will people feel they are contributing to something important?

What is the best way to explain it to them?

- Are we using the right words?
- □ Are we providing immediate motivation?
- □ How will customers see this?
- □ How will employees sees this?
- How well do people understand the steps/process?
- Do the instructions cause confusion?

Does this align with company/brand values?

- □ Will people feel the communication is authentic and truthful?
- □ Is the tone correct?
- □ Is this believable by customers and builds trust?
- Is this believable by employees and builds trust?
- How will this affect longer term connection and engagement?





CONSIDERATION

ANALYZE

EXECUTE