Business Problems Marketing Industry What QUESTIONS PERSPECTIVES Sales Boss Who Finance Child Where HR When **CONSTRAINTS** CAUSES ΙT Why Functional **BUSINESS** How **PROBLEMS** DEFINE & BREAK-DOWN "HOW" CLEARLY Progress Progress Issues Resolution Resolution Involved PEOPLE **IDEAS** Outcome & Impact Ideal Possible CHANGE & PROCESS MANAGEMENT Efficiency Audit Improve SOLUTIONS Unconstraint

Invent & Re-discover