

TAKE YOUR BIGGEST PROBLEM AND - SKIP IT!

MAP YOUR PROBLEM

1 IDENTIFY THE PROBLEM

Then Realize - That's Not It!
Make Sure You Are Identifying Only One Problem

2 PEEL THE ONION

By Asking "Why"
Ask "Why" Several Times To Uncover The Real Problem

3 FIND THE REAL PROBLEM

By Reviewing The Answers To The "Why" Questions You Can Identify The Real Problem

4 ASK A BETTER QUESTION

And The Solution Will Be Uncovered

Skip the perceived problem, so you can identify the **REAL PROBLEM** and the **SOLUTION**



All problems have solutions. When you **identify the correct problem**, the solution is not far behind.

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PROBLEM:

Lilly Lacked The Budget To Hire 2000 PhD Researchers

WHY:

Don't You Have A Budget To Hire 2000 Additional Researchers?

Our Stock Price Is Down And Budgets Are Tight Because We Don't Have Enough New Drugs In The Pipeline.

WHY:

Don't You Have More Drugs In The Pipeline?

We Need To Solve More Molecular Problems Faster.

WHY:

Do You Need 2000 Additional Researchers?

To Solve More Molecular Problems Faster.

THE REAL PROBLEM:

Lilly Needs To Solve More Molecular Problems Faster

BETTER QUESTION:

Is There A Way To Solve More Molecular Problems Faster Without Hiring 2000 Researchers?

BETTER SOLUTION:

Lilly Posted Molecular Problems Online Stating They Would Pay For Solutions They Wanted To Buy.

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