



executive 20:20 coaching

## *10 Top Tips in Creativity*

### **Finding the Right Problem**

1. **Who owns the problem?** Find out who is accountable for things going wrong.
2. **What is the deadline for fixing it?** It's no use trying to fix something if there is no time available - instead you will need to take mitigating actions.
3. **Why is it a problem?** Get to the root of what the pain is about.
4. **When does it occur?** Is this a one-off or a recurrent issue?
5. **What does the problem owner think is causing it?** How do they know?
6. **Challenge the givens - ask repeated WHY?** to get to the bottom of things. Do this at least 5 times.
7. **Where is it happening?** Symptoms can be seen in a different place to the problem itself.
8. **What do other people/organisations do about this?** They may not get it right but knowing what the competition do can be useful insight.
9. **If this were fixed - what would be different?** Knowing what the end result might look like could give you a clue as to whether the problem really needs fixing or could just simply be avoided. Often people try and fix things when they could just do something different to begin with.
10. **How much is it worth to get this fixed?** You might be surprised at how much effort is put into fixing things of little value when there are bigger fish to fry.