



1. Write a statement about a business problem you are facing and why it exists, using *because* to link cause and effect.

**EXAMPLE**

*Growing our solutions business is difficult because our clients treat us like a vendor, not a partner.*

2. Collaborate with a colleague to break down the challenge statement.

What is the claim? This refers to the portion of the challenge statement after *because* — “our clients treat us like a vendor, not a partner,” in the example above.

What evidence do you have to support this claim?

Are there any assumptions involved here? If so, what are they?



**3. Answer the following questions about the assumptions and evidence identified above.**

Do you agree with any of those assumptions?

Could the evidence behind your claim be invalid? If so, how?

If the assumptions were proven false, how would you address this problem differently?

**4. List some ideas about how you can take action to address the problem.**

