

STAKEHOLDER PAIN SCAN (_____)

STAKEHOLDER _____

THE PROBLEM YOU ARE FIGHTING _____

THEIR DIRECT COMPLAINTS

WHAT
THEY SAY



THEIR REAL WORRY

WHAT THEY FEEL



THEIR ACTUAL ACTIONS

WHAT
THEY DO



THE INSIGHT THAT CHANGED EVERYTHING:

MICRO-EMOTION SCAN

STAKEHOLDER: _____

OUR OLD THINKING: _____

One Frustration



One Fear



One Unmet
Expectation



One Behaviour
That Repeats



The Insight That Changed Everything:

EMOTIONAL COST CALCULATOR

Stakeholder

Surface Problem

Emotional Cost Factor

Our Assessment

1 The Main Negative Feeling:
What emotion do they feel?

2 Intensity of the Emotion:
How strong is the feeling?
(1=Minor, 10=Severe)

3 Frequency of the
Experience: How often does
this happen? (Low /Medium
/High)

4 The Stakeholder's Stakes:
What do they risk losing?

Overall Emotional Cost
Low / Medium / High

The Insight That Changed Everything:

FIRST PRINCIPLE REFRAME


Surface Problem (Symptoms):

OLD ASSUMPTIONS

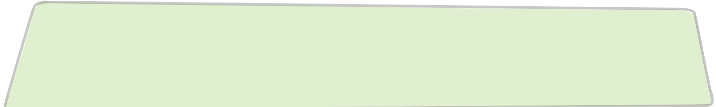


NOW REFRAME USING FIRST PRINCIPLES

FP #1



FP #2



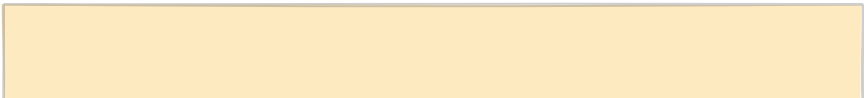
FP #3



FP #4



NEW TRUTH



REVISED PROBLEM STATEMENT



5-Why Ladder

STEP 1: WRITE YOUR ISSUE CLEARLY

Problem / Complaint:

Symptoms:

STEP 2: ASK "WHY?" AFTER EACH ANSWER

Why 1

Why 2

Why 3

Why 4

Why 5

STEP 3: ROOT CAUSE: THE TRUTH UNDER THE TRUTH

STEP 4: WHAT ACTION WILL YOU TAKE NEXT?
