

## 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

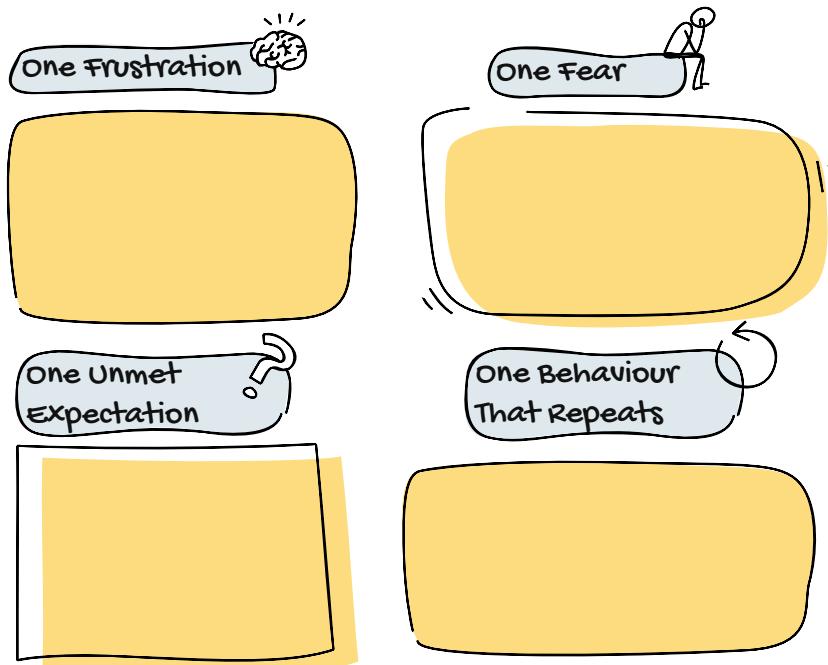


THE INSIGHT THAT CHANGED EVERYTHING:

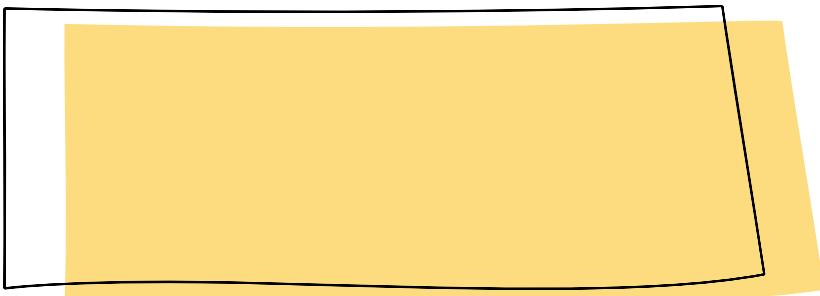
# MICRO-EMOTION SCAN

STAKEHOLDER: \_\_\_\_\_

OUR OLD THINKING: \_\_\_\_\_



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:

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Symptoms:

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## 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

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## STEP 4: WHAT ACTION WILL YOU TAKE NEXT?

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