

Everyday 360 Problem Solving Process

1. Goal & Reality		
Problem		
Try to get to the root of it by asking why five times.		
Why?		
Why?		
Why?		
Why?		
Why?		
	Question	Answer
<i>Logical</i>	What am I trying to achieve (Big picture)?	
	What has been used before that might help?	
<i>Absolute</i>	What does the authority in this area have to say on it?	
Goal		
<i>Analytical</i>	What do I have?	
	What is missing?	

2. Diversity Perspective		
<i>Diversity Perspective</i>		Media; Product; Cost; Competition; Service What are these people's views? Ask or consider viewpoint
	Staff 1	
	Staff 2	
	Staff 3	
	Public 1	
	Public 2	
	Public 3	

3. Creative 360

<i>Creative (Ideas)</i>		Idea	Pro	Con
<i>Absolute (Review)</i>	1.			
	2.			
	3.			
	4.			
	5.			
	6.			
	7.			
	8.			
	9.			
	10.			

<i>Positive</i>	What other things can I consider?	
<i>Positive</i>	Who can I collaborate with?	
<i>Rational</i>	What is the optimal solution from our perspective?	