Write the needle you want to move on the first line of the fill-in-the-blank problem statement.

Write the high-level problem you're trying to solve on a sticky note and place it in the designated space as the head of the octopus.

Ask, "Why does this problem exist?" Then, ask "Why else?" Write each reason on a sticky note and place them in the designated spaces to form the start of different tentacles.

Keep asking, "Why?" to get to the most granular root causes of each problem driver. Doing this will flesh out the tentacles of the octopus.

Select a specific root cause to focus on. Write that on the second line of the fill-in-the-blank problem statement.

PROBLEM DEFINITION
What is the problem we are solving for, and how will we measure success?

PROBLEM STATEMENT:

How might we
when

Keep asking, "Why?" to get to the most granular root causes of each problem driver. Doing this will flesh out the tentacles of the octopus.

Select a specific root cause to focus on. Write that on the second line of the fill-in-the-blank problem statement.