PIM Training

Getting Started with Problem/Opportunity

SMART Problem Statements – Handouts

Vital Factors that create an impact on problem statement:

- **Business Context:** Things going on at the company, in the industry, or with customers

- **Criteria for success:** Business goals for the project in a broad perspective

- **Stakeholders and Decision Makers:** People who will approve the project, and assess its success

- **Constraints:** Limitations that might prevent your client from achieving a solution

- **Risk and Appetite for Risk:** Assessing the downside implications of this project

- **Scope:** How far across or deep into the organization the problem can go?

Inputs for writing problem statements

- Business context

- Underlying business issue to be addressed

- Who is affected by it

- Root cause of the issue

- Symptoms

- CTQ (Critical to Quality)

Steps in writing SMART problem statement

- Describe the 'Ideal' state of affairs

- Explain your problem

- Explain your problem's financial costs

- Back up your assertions

- Explain the benefits of the project

- Summarizing the problem