Defining Your Roadblocks

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Introduction

Identifying a roadblock is simply knowing what it is that's keeping you from moving forward. *Defining* a roadblock is knowing why the roadblock happened, the implications that it makes on your business, and how to best move forward. This PDF will walk you through some very specific questions to help you define your roadblock. In the end, you will be able to walk away with an accurate and actionable description of your roadblock.

Step 1: Define Your Project

Consider this just a warm up for the following steps. Simply write down any specific details about the project you are currently working on and the details of the roadblock you are facing. If you are having trouble, we've provided some sample prompts to help you start thinking through the details of your project.

What are you working on?

Who is working on it?

What is involved as far as time and resources are concerned?

Step 2: Look Back

Whether it's a competitor's new feature or something internal, finding the cause of your roadblock will make the path towards implementing a solution more straightforward. The cause for your roadblock might be instantly recognizable, or it might require some more searching. If it does take some more thought, refer to the sample prompts.

When did you start feeling like your business was suffering?

Did any major internal or external events happen during or around that same time?

If not, what was the closest major event that took place?

Step 3: Identifying the Roadblocks

Taking the information from the previous step, identify the exact roadblock(s) that needs to be fixed. Keep in mind that there can be more than a single roadblock that needs to be addressed. Sometimes the exact roadblocks are hard to identify, but don't let that stop you from giving it a try and moving on to the next few steps!

Was the cause you discovered in Step 2 an internal or external roadblock?

Does the roadblock involve a specific team, division or section of your project?

What is keeping your business from moving forward in a positive direction?

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Step 4: Implications

Now that you know exactly what needs to be fixed, you'll want to know the exact implications that this roadblock will have on your business if it were not addressed. Doing so helps you make sure that you are not sweeping any major aspects of the roadblock under a rug.

What's happening to your business because of this roadblock?

How much will it cost your business if this roadblock persists? This could be a financial, social, engagement, or any other important metric for your business.

What will your business look like in the future if this roadblock is left unsolved?

Step 5: Crafting a Vision

Now we get to the much more fun part of overcoming the roadblock(s). Looking to the future provides a clear and actionable direction for your business. If this roadblock were to all of a sudden be removed, what would the future be like?

What's the underlying reason for all the work your business does?

How would your business improve if this roadblock were removed (e.g. more revenue, user engagement increase, etc.)?

If money were not an object, how would you describe your ideal future?

Step 6: Define the Roadblocks

Now you can create an actionable and detailed summary description of the roadblock(s) that your business is facing using the above steps. Here is a sample definition, but feel free to define it in the way that best motivates you to take action to resolve the roadblock.

A	is/are keeping me from	!
	Roadblocks from Step 3	Vision from Step 5
В	If those roadblocks are left unresolved,	
	, ·	Implications from Step 4

To solve them, I need to reverse the effects of

Causes from Step 2