

A photograph of a landscape shrouded in thick fog. The foreground is a field of tall, dry grass. In the distance, a small, dark building is visible through the haze. The sky is a uniform, pale grey, blending into the fog.

Trust the process

1. problem statement

2. opportunity/objective

3. situation/constraints/context

4. recommendation: Big Idea

5. recommendation: smaller ideas/
releasing early value/validation

6. principles, models



←● **Diagnosis**

←● **Unifying idea**

←● **Coherent
plan of attack**