1. **Diagnose the problem**

   what is the true nature and extent of the problem? what are we really trying to achieve? what's really going on here?

2. **Find the unifying idea**

   what overall approach will enable us to cope with and overcome the obstacles identified in the diagnosis? what is the common thread in the problems we've found? where can we focus in order to apply leverage?

3. **Craft a coherent plan of attack**

   what is the co-ordinated set of actions or steps we should take that will work together to accomplish our goal?

1. problem statement

2. opportunity/objective

3. situation/constraints/context

⟵—• Diagnosis

4. recommendation: Big Idea

⟵—• Unifying idea

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

⟵—• Coherent
   plan of attack

6. principles, models

I wrote about this a bit more at
medium.com/@sophiedennis/weeknotes-s01e01-what-a-difference-a-day-makes-from-dwp-to-nhs-digital-d1fe54ff0cb0

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