



“A good diagnosis simplifies the often overwhelming complexity of reality by identifying certain aspects of the situation as critical.”

Richard Rumelt

Good Strategy/Bad Strategy

Problem statement

This should be made up of:

- the specific problem, or user need, you want to address
- the result of the problem
- the situation which makes the problem a priority, or change of situation which makes the problem higher risk
- the risk or opportunity that's a result of the problem and situation