# Milestone 3 Form: Build out your insight for this customer

# Polster Consulting, LLC

Completing this form will give you the elements for building a story that conveys a valuable insight to your customer.

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| ITEM | VALUE |
| **Potential problem.** What problem might the project have if you are not involved? |  |
| **New Project Stakeholders.** Who are the stakeholders who will depend on the new project results? |  |
| **New Project Senior Executive.** Which government executives are most reliant on good project results? |  |
| **New Project Problem Stakeholder Impact.** How will stakeholders and senior executives be affected if the problem occurs? |  |
| **Past Project.** In what past project have you solved or prevented a similar problem? |  |
| **Past Problem.** Had the problem occurred, what exactly would have happened? |  |
| **Past project villain.** What caused this problem? |  |
| **Past Solution.** What solution solved or prevented that problem? |  |
| **Past project senior executive.** Who was the most senior executive who would have been negatively impacted? |  |
| **Past project stakeholders.** What stakeholders would have been affected by the problem? |  |
| **Past project complication.** What severe complication might this problem have caused for the senior executive? |  |
| **Past project aha moment**. What caused the senior executive to realize action was needed to address the problem? |  |