## McKinsey Academy

## **SMART**

**Problem Solving** 



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## **SMART** problem definition

Core content

S SPECIFIC

Is the question specific enough? Your problem question needs to be detailed enough so that those who are closest to the problem can understand the exact problem that needs to be solved

**M**EASURABLE

A measurable result will be instrumental in helping you determine when the problem will be considered solved. This should be a quantifiable number

A ACTIONABLE

The problem question should point to the action that needs to be done to solve the problem. Usually, you will need to use the language "How?" or "What actions need to be taken?" in your problem question

R RELEVANT

Your problem question should be relevant to everyone involved in the situation: the executive, your team, and any other stakeholders. It's important to align everyone so that you all have the same goals in mind

TIME-BOUND

Problem questions should always be time bound to ensure that everyone comes up with solutions that are practical in the time frame that you have defined