



Techniques / Tools

- Brainstorming
- SWOT
- ■5 Why's
- Drill Down
- Flowcharting
- Analytical Problem Solving





Brainstorming

- Used to develop a large number of creative solutions to a problem.
- It can also help you get buy in from team members for the solution chosen - after all, they have helped create that solution.





Brainstorming



■ Define the problem



List any criteria that need to be met



 Determine how much time you'll spend brainstorming



Brainstorming

Generate Ideas

- Be sure that no one criticizes this dampens creativity
- Get everyone to contribute something
- Encourage creativity, even if it seems impractical
- Keep the group thinking, don't dwell on one topic - This is not the place to develop the idea, just to create it
- Encourage people to develop others ideas

Record ALL Ideas

Focus on quantity not quality





Brainstorming

- Sort through the list of ideas
 - □ Look for any that are duplicates
 - ☐ Group like concepts together
 - □ Eliminate responses that don't address the problem or meet the criteria
- Prepare a follow up discussion or meeting



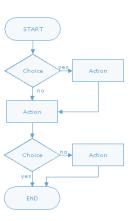
Flowcharting

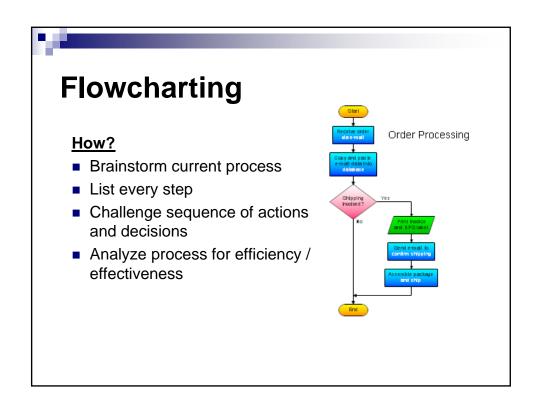
What?

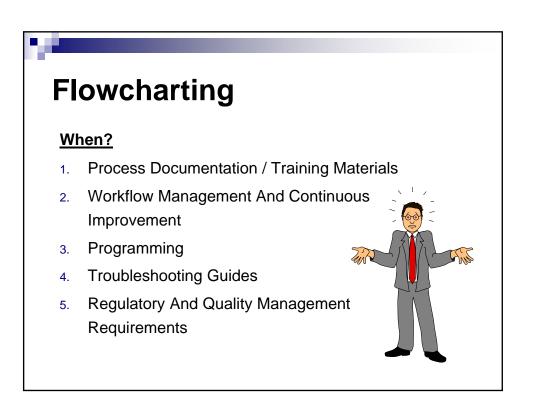
A tool for improving processes

Why?

- Document an existing process
- Design an "ideal" process
- Determine whether the steps in a process are logical
- Identify bottlenecks and unnecessary complexity
- Uncover duplication of effort









Flowcharting

Types:

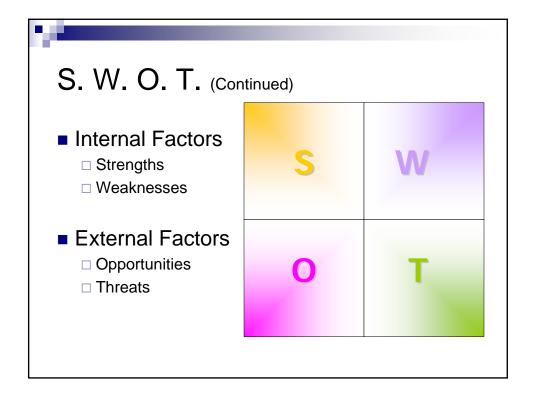
- Sequential Flowchart
- Top-Down Flowchart
- Deployment Flowchart
- "Hybrid" Flowchart

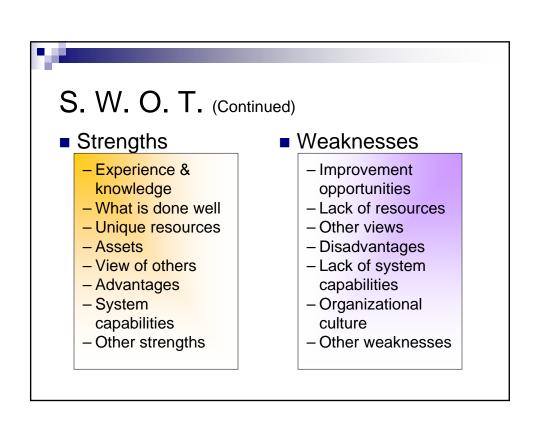


S. W. O. T.

Strengths, Weaknesses, Opportunities, & Threats

- Situational Analysis Technique
- Environmental Factors
 - □ Internal Factors
 - □ External Factors
- Problem Defining Tool
- Relatively Simple







S. W. O. T. (Continued)

- Opportunities
 - Regulatory changes
 - Technological advances
 - Market
 - **Developments**
 - Industry trends
 - Partnerships, strategic alliances

Threats

- Legislative changes
- IT developments
- Environmental effects
- Key Staff Loss
- Market demands
- Global influences



S. W. O. T. (Continued)

- Advantages
 - ☐ Strengths & opportunities
 - ☐ Threats & weaknesses
 - ☐ Strategic thinking
 - □ Simple
- Disadvantages
 - □ Simple
 - □ Data Issues
 - Multiple Inputs

Strengths: Make the most of these Opportunities: Strengthen & build on these Weaknesses: Turn these around Threats: Watch these carefully



5 Why's

- Purpose is to explore the cause/effect relationships underlying a problem.
- Goal is to determine a root cause of a defect or problem.
- Popular for its simplicity.

Source: http://en.wikipedia.org/wiki/5_Whys



$5\ Why's\ {\tiny (continued)}$

- When to use:
 - □ When problems involve human factors or interactions.
 - ☐ In day-to-day business life
 - □ To avoid statistical analysis or hypothesis testing
 - □ Lack of data information available

Source: http://www.isixsigma.com/library/content/c020610a.asp



5 Why's (continued)

- How To Complete The 5 Whys:
 Write down the specific problem.
 - 2. Ask "Why" the problem happens and write the
 - answer down below the problem.
 - **3.** If the answer doesn't identify the root cause of the problem, ask "Why" again.
 - **4.** Go back to step 3 until the problem's root cause is identified.

Source: http://www.isixsigma.com/library/content/c020610a.asp



Drill Down Technique

Definition

Breaking complex problems down into progressively smaller parts.



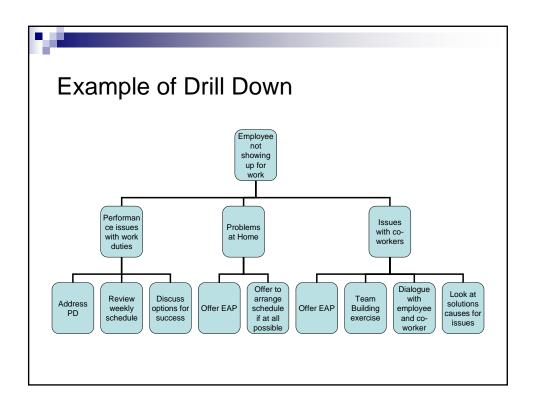
How to Use the Tool:

- Start by writing the problem down on the lefthand side of a large sheet of paper.
- Write down the points that make up the next level of detail on the problem a little to the right.
- For each of these points, repeat the process.
- Keep on drilling down into points until you fully understand the factors contributing to the problem.



Key Points:

- Drill Down helps you to break a large and complex problem down into its component parts, so that you can develop plans to deal with these parts.
- It also shows you which points you need to research in more detail.
- It can be used in conjunction with the 5 Why's Techniques to ensure that you investigate each aspect of the problem systematically.



Analytical problem solving

The Eightfold Path

- Define the Problem
- Assemble Some Evidence
- Construct the Alternatives
- Select the Criteria
- Project the Outcomes
- Confront the Trade-offs
- Decide!
- Tell Your Story





Construct alternatives

- □Four typical options: liberal, conservative, moderate, status quo
- □Focus on causes
- □Consider political, institutional environment



Select criteria

- ☐ How will you choose the best solution?
- □ Be specific:
 - "Biggest reduction in vehicle miles traveled"
 - "Highest cost to benefit ratio"
 - "Most likely to reduce cases of violence"



Define the problem

- □ One simple statement.
- ☐ Beware! Don't pre-determine a solution:
 - Wrong: "There is too little shelter for stray dogs."
 - Right: "There are too many homeless dogs."
 - Wrong: "There are too many young drivers on the roads."
 - Right: "There are too many highway deaths.

■Assemble some evidence

- □Think! Don't just gather.
- □Consider *like* data, information.
- □Ask: what do the experts think?





- Project outcomes
 - ☐ *The* hardest step!
 - □ Consider ranges of outcomes.
- Confront tradeoffs
 - □ Rarely is one solution obvious choice
 - □ Review criteria



- ■Decide!
 - □Too tough? Revisit prior steps
- ■Tell your story.
 - □This could be the first step!
 - □Skip the blow by blow. Get to the good part first.

What would you do?