

# HOW TO FRAME A PROBLEM STRATEGICALLY

A simple 4-step lens to avoid treating symptoms instead of causes.



## 1. Define the Real Problem (Not the First One You See)

Most “problems” are symptoms. Ask: What’s happening? Why is it happening? What else does it impact?



## 3. Identify the Forces at Play

Every strategic problem contains push/pull dynamics: speed vs. quality, growth vs. focus, etc.



## 2. Map the Context

Look at external factors, internal constraints, and stakeholder expectations. Context reveals urgency.



## 4. Define Success

Ask: What will be true when this is solved? What will be different? What will we stop doing?

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**Curious how this applies to your situation?**

**Book a free, no-obligation Discovery Call.**

We'll look at what you're dealing with, explore whether one of these tools fits - and see if it makes sense to go further. No pitch. No pressure.

 **Book your free Discovery Call**