Process Overview

1. Intake
2. Understand
3. Survey
4. Develop
5. Define
6. Refine
7. Communicate
8. Close
1. **Intake**

- Listen
- Observe
- Ask questions
- Learn about the organization, the space and the issue
2. **Understand**

- Define the problem you are trying to solve
- Define the issue(s) causing the problem
3. **Survey**

- Define the stakeholders involved in the problem and their issues/needs and interests
- Define the competitive forces
- Define trends in the space
4. **DEVELOP**

- Think big and brainstorm elements the solution should have
- List possible solutions to the issue
5. Define

- Define your solution
- Define the value of your solution
- Define the competitiveness of your solution
- Define its budgetary needs
- Define implementation elements of your solution
6. **Refine**

- Check your solution against your survey criteria
- Define the risks of your solution and mitigants
- Define your final solution
7. COMMUNICATE

- Determine a way to sell your solution in a way that is easy to digest and understand
- Anticipate questions and prepare sound answers
8. **CLOSE**

- Sell your solution!
Go Irish!