

WHAT?

What is the problem?
What is the opportunity?
What are our criteria for success?

WHO?

Who are the parties involved?
Who is losing out?
Who is benefitting and how?

WHY?

Why has this problem developed?
Why have we not solved it before?
Why are we solving it now?

WHEN?

When will we take action?
When will we complete the task?
When will we review and assess the results?