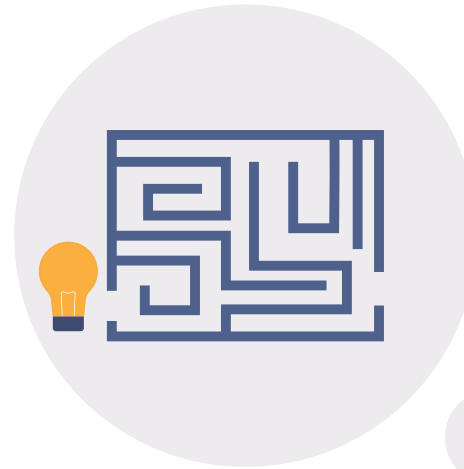


# Forward Faster by Design

VIRTUAL SERIES

Are We Solving the  
Right Problems?

November 13<sup>th</sup>, 2020



**Faster Glass**

imagine better • innovate faster

***It isn't that they can't see the solution.  
It's that they can't see the problem.***

– G. K. Chesterton

“

# PROBLEM FRAMING



**Finding a better  
problem to solve**

# PROBLEM FRAMING

## Typical Response



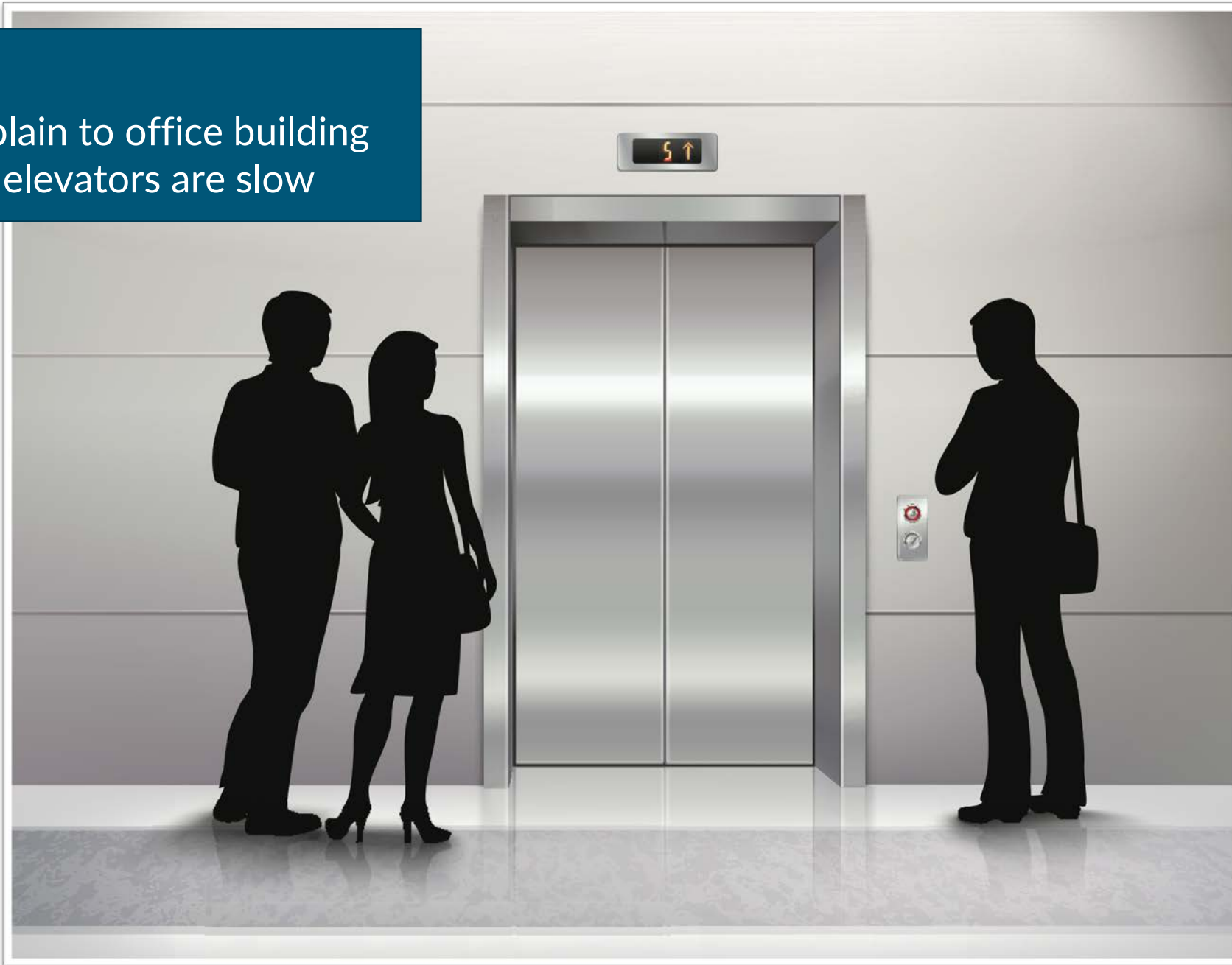
Identify  
Problem



Identify  
Solutions

## Problem

Tenants complain to office building manager that elevators are slow



# PROBLEM FRAMING

## Typical Response



Identify Problem

Identify Solutions

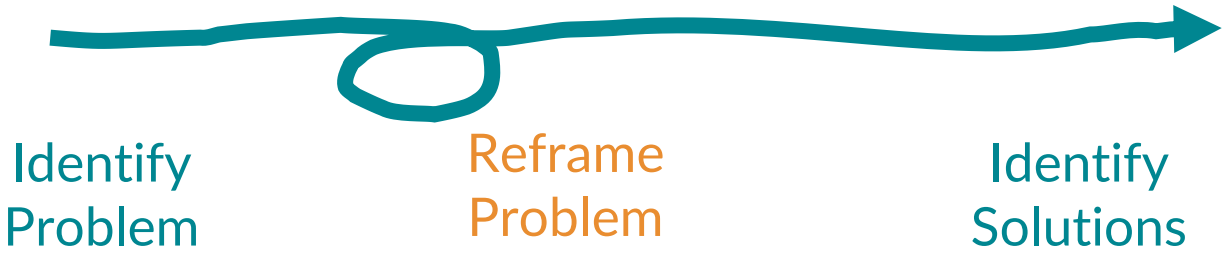
*Elevator Example:*

Slow elevator

- Repair motor
- Change algorithm
- Replace elevator

# PROBLEM FRAMING

## BETTER Response



*Elevator Example:*

Slow elevator →

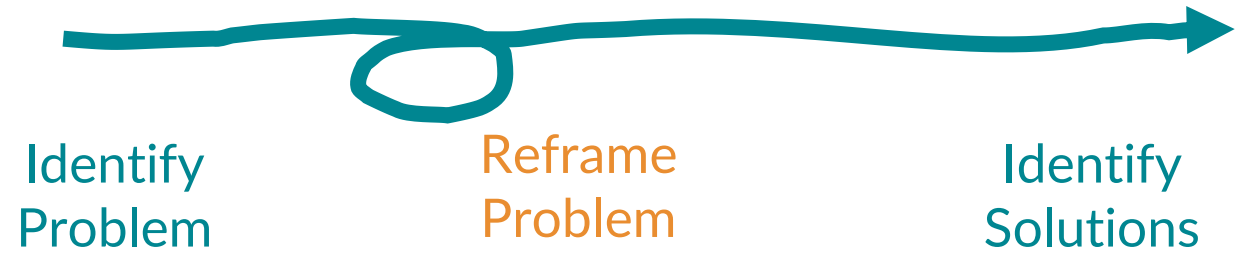
- Repair motor
- Change algorithm
- Replace elevator

The wait is annoying →

- Install mirrors
- Play music

# PROBLEM FRAMING

## BETTER Response



- 1. Frame problem**  
*What problem are we trying to solve?*
- 2. Reframe problem**  
*Look outside the frame.*
- 3. Move forward**  
*Solve the problem.*

*Source: What's Your Problem? (Wedell-Wedellsborg, 2020)*



# #1

## Frame the Problem

1. Ask, "What problem are we trying to solve?"

2. Write a problem statement

→ "The problem we're trying to solve is \_\_\_\_\_."

3. Review the problem statement

- 
- Is the statement true?
  - Are there self-imposed limitations?
  - Is the solution "baked" into the problem framing?

# #2

## Reframe the Problem

### 1. Look outside the frame by asking questions, such as:

- "What are we (or they) trying to accomplish?"
- "What are we missing? What are we not seeing?"
- "When/where is it a problem? For whom?"
- "Is there an 'upstream' problem we should focus on?"

### 2. Write revised problem statement

# #3

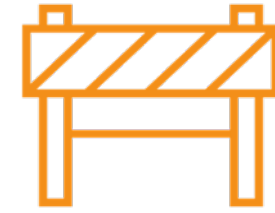
## Move Forward

---

1. Identify potential solutions

2. Revisit framing / problem statement as new information comes to light

# BARRIERS TO PROBLEM (RE)FRAMING



## **Anchoring Bias**

The tendency to get locked into the initial framing of the problem and/or getting attached to the first solution.

## **Bias for Action**

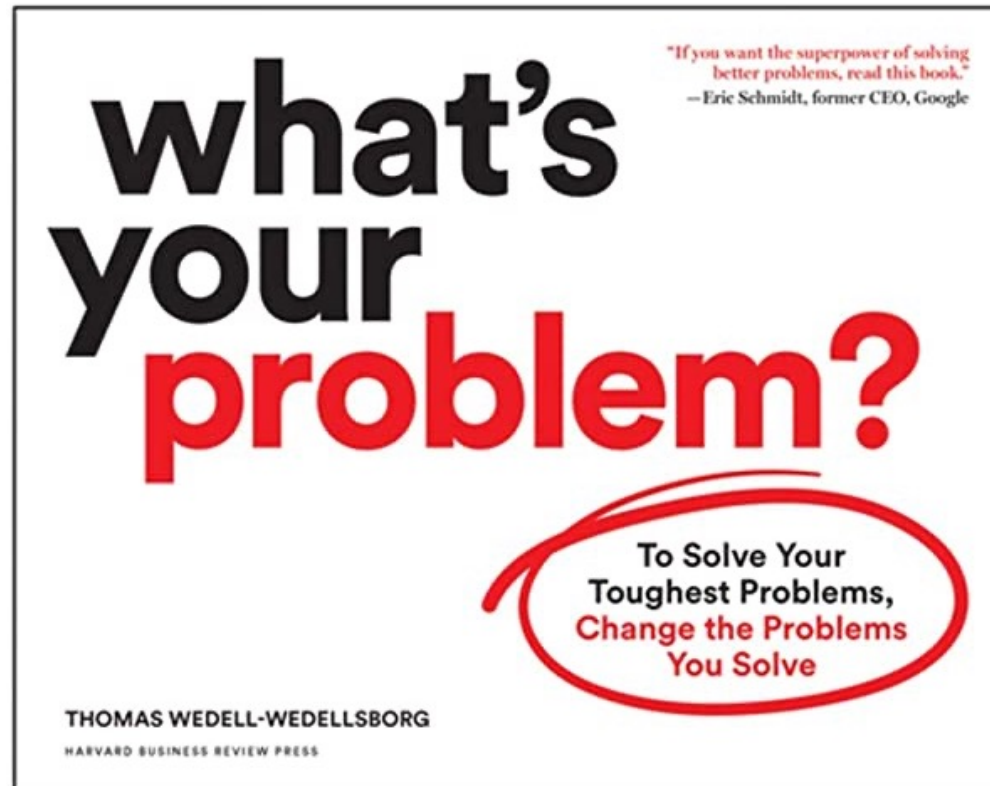
The impulse to immediately jump to problem solving when presented with a challenge.

## **Tyranny of Now**

The perception that we don't have time to do anything other than deal with the issues we're facing in the moment.

## **Problem Blindness**

Accepting a situation as if it can't be changed causes us to fail to recognize a problem that can be addressed.



# Forward Faster by Design

VIRTUAL SERIES

How Might We Solve  
Unsolvable Problems?

December 11<sup>th</sup>, 2020

10:00 AM  
start time



**Faster Glass**

imagine better — innovate faster



# Faster Glass

imagine better — innovate faster

✉ [dan.black@fasterglass.com](mailto:dan.black@fasterglass.com)

☎ 704-502-0343

🌐 [www.fasterglass.com](http://www.fasterglass.com)