**TEMPLATE**

**Problem Statement Worksheet**

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| **Basic question to be resolved**  States what must resolved, in a SMART questions (specific, measurable, action-oriented, relevant, and time-bound) | |
| **Context**  Sets out the situation and complication (e.g., industry trends, global crisis) | **Constraints**  Limits the set of solutions that can be considered (e.g., must involve organic rather than inorganic growth, must not involve firing people) |
| **Success criteria**  Defines success for your engagement, shared by you and project owner (quantitative and qualitative measures) | **Stakeholders**  Identifies who makes decisions and who else could support or derail the study (e.g., department manager, outside influencers) |
| **Scope**  Indicates what will and will not be included in the study (e.g., international markets, specific brands, R&D activities) | **Sources of insight**  Identifies where expertise, knowledge, and approaches exist (e.g., key company people, industry benchmarks, previous analysis) |