

Put your problems in jeopardy!

Phrase them as questions!

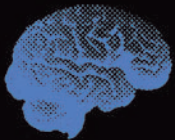
"Please phrase your answer in the form of a question."

—Alex Trebek, Host of game show "Jeopardy"

When we focus on the proper problem, solving it becomes easier—sometimes even self-evident. Better yet, we don't waste time solving the *wrong* problem.

To get closer to solutions and remove the psychological obstacles that block your thinking, phrase problems as questions. Instead of, "We're losing money," try "How to reduce costs?" or "In what ways might we generate additional revenue?" It's that simple, and it works! Try phrasing problems starting with: "How to..." or "In what ways might..." You'll be amazed how this subtle shift transforms the problem from a mind-numbing complaint into an active question that automatically gears up your innovative brain to think about solutions.

Q:problem? A:question!



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*"When you define the problem appropriately,
the solution is self-evident."*

— Margaret Mead



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