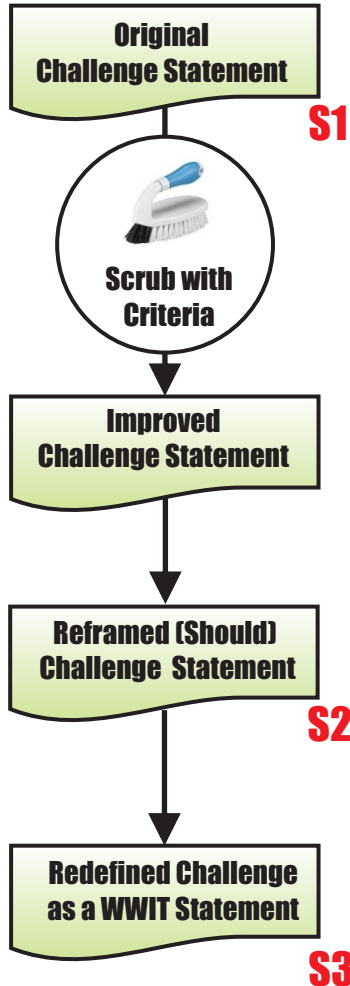




THE REDEFINING™ STEPS



Step 1

In one sentence state your challenge. (Not your DO or Goal)

Step 2

**Convert the challenge into a “should” statement
positive opposite specific ultimate end**

Step 3

“What would it take..”

**Your problem is not your problem.
Bad questions produce bad answers. Great questions have the potential to generate great answers.
You'll be looking forward instead of into history.
If you change the question you change the answers.**



**ENTERPRISE
THINKING[®]**