



**Paid to THINK**<sup>®</sup>  
A leader's toolkit for redefining your future



# REDEFINING: Scrubbing Your CHALLENGE STATEMENT

(Hint: All your answers need to fall into the first column)

Scrubbing Questions	Confirmed	Confirmed
1. Is the CS one issue?	Yes	No
2. Is the CS in the present tense?	Yes	No
3. Is the CS a problem? (or solution)	Yes	No
4. Are the CS facts verifiable ?	Yes	No
5. Are the CS assumptions valid ?	Yes	No
6. Is the CS essential to your overall goal?	Yes	No

DIVERTERS	
<u>One Issue</u>	HE/SHE/IT/THEY
OR	EVERYONE
AND	<u>Facts/Assumptions</u>
BUT	ALWAYS
<u>Tense</u>	A LOT
WHEN	NEVER
HAD	OPTIMAL
DIDN'T	SOMETIMES
<u>Problem</u>	CRITICAL
QUALITY	ALL
SERVICE	<u>Goal</u>
MONEY/CAPITAL/TIME	NEED
STAFF/MANPOWER	WANT

CYCLONIC THINKING DURING REDEFINING		
1 CS Yes		1 CS Yes
2 CS Yes		2 CS Yes
3 CS No - Start again		3 CS Yes
		4 CS Yes
		5 CS No - Start again
		6 CS Yes - Done

POSITIVE OPPOSITE	ULTIMATE END
Losing - Keeping	Ultimate customer
Low - High	Ultimate vendor
Slow - Fast	Ultimate economy
Weak - Strong	Ultimate footprint
Small - Large	Ultimate industry
Below - Above	Ultimate power
Can't - Can	Ultimate product
Lose - Win	Ultimate duration