



# SOLUTIONS FIRST

BY SELL SERVE SUCCEED

**STEP 1: Describe the problem/request.** Describe with **precision** in 1-2 sentences the problem/request.

**STEP 2: Provide a solution.** What are 3 **cost-effective, viable** and **intelligent** solutions you believe could be implemented to solve this problem? Which of the 3 is your favorite? What resources of time, energy, and money would be required to implement this?

**STEP 3: What is the opportunity cost of deploying those resources to solve this problem/request?** (i.e. are there other more urgent/more impactful ways to deploy those resources?)

**STEP 4: What happens if we don't address this issue/request?**

**STEP 5: What's the impact of solving this problem/request?** What will the benefits be?

**STEP 5: Bring it to the team/appropriate person.**