

## ProblemDefinitionPlus<sup>SM</sup>

*Helping to Clarify and Communicate your Toughest Problems*

### The Problem

Classic wisdom asserts that the simple act of defining – clearly and unambiguously – a complex problem is a significant step toward the problem's ultimate resolution. However it can be a daunting task to define a complex problem in a way that is comprehensive enough and sufficiently well-crafted to be meaningful to all key audiences.

### Our Solution

SynOvation Solutions offers its free ProblemDefinitionPlus<sup>SM</sup> service. This unique service uses a proprietary, interactive, and guaranteed three-step process to help you elegantly and thoroughly define and communicate even the most complex challenges or problems you face. During the first phase of this process (typically a single day on-site at your facilities), we meet with you, your senior staff and key employees to orient you to the process and collect baseline information. At the end of the day, we hold a Results Meeting with you to communicate our findings and recommendations. Following the Results Meeting, either:

- a. You feel that we have done as you hoped and expected and have helped you craft a clear, unambiguous and well-communicated problem statement, and you would like our help actually resolving the problem! You ask us to develop a detailed proposal to provide that help, which we will then do.
- b. You agree that we have done as you hoped and expected and have helped you craft a clear, unambiguous and well-communicated problem statement, but you feel you have the staff and expertise to finish resolving the problem (or, even better, with our help, you have resolved the problem already!). We thank you for the opportunity to serve you, and hope for future business helping you.
- c. You find that your and our time together did not yield adequate benefit to compensate you for management and staff time. In this case, we simply thank you for giving us the opportunity to serve you.

In any of the cases above, we invoice you solely for our out-of-pocket expenses, if any (typically none, if you are local to our offices.). We offer this free service in the hopes of future business with you as you get the chance to see us in action.

### ProblemDefinitionPlus<sup>SM</sup> Benefits

Our ProblemDefinitionPlus<sup>SM</sup> service provides you these key benefits.

- Material progress toward addressing and resolving your most-troublesome problems.
- 500%+ return on your time investment, simply by breaking your problem-based logjams
- Significantly increased alignment, excitement and energy for involved staff and management
- Cost free access to systems thinkers with extensive experience in business, IT and complex problem solving across a wide variety of industries