



DEFINE

STATEMENT STARTERS

If you want the best solutions, start by asking the right questions.

Good problem-solvers don't accept challenges at face value – they dig deeper to uncover what's really going on. Statement Starters reframe problems as open questions, spark fresh thinking, and guide you toward solving the right problem in the right way.

3. Explore 3 different ways to frame the problem.

Try adding a bold goal.

Reframe it in a way that invites broad exploration.

View the problem through a provocative new lens.

4. Refine and use it as a basis for brainstorming.

Choose the best and refine.

1. Describe your problem or opportunity in a few words.

Original problem statement:

2. Put “How Might We” in front of your problem.

How might we...



1. Don't embed solutions into the problem statements.
2. Discuss the best statement starters as a group to come to a consensus