



$$P = 2S + O^{\text{©}}$$



Every time you present a Problem [P] also present at least 2 Solutions [S] and, when you come up with one, an Opportunity [O].

Name The Problem:

5 Key Facts You Need to Know about this Problem:

- 1

- 2

- 3

- 4

- 5

Solutions

Solution 1:

Pros

Cons

Solution 2:

Pros

Cons

Opportunity

Combining the **P=2S+O** philosophy with...

Source: Figure 37.1, Problem-Solution Communication Template
NO B.S. Ruthless Management of People & Profits , 2008, Dan Kennedy