



# 'Strategic Problem Solving' Blueprint

The **BIG** Question is:



How do I [ **Main Action** ] to overcome (◆) and take advantage of (◆) in order to achieve (◆) ?

The Answer is:

Ask yourself

- Do you enjoy your work / are you motivated?
- Does it take too much or your time?
- Is it costing too much?
- What's getting in the way of Success?

What's in the bank?

What are your Challenges?

What Opportunities haven't you optimised?

HELP NOTES  
see over

Strategy #1

- Detailed steps
- Costings
- Likely returns
- Tasks
- Resources (time)

Strategy #2

Strategy #3

Strategy #4

Strategy #5

Diary / Calendar or  
ToDo Lists

- Tasks
- Bite-sized pieces
- 15 minute jobs

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## HELP NOTES

EXAMPLES that may be useful in the planning and thinking process

| In the bank                                                                                                                                                                                            | Challenges                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Main Actions                                                                                                                                                                                                                                                                                                                                                                                                                                    | Strategies                                                                                                                                                                                                                                                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Assets, Successes, Achievements, Premises, Website(s), Brand, Product(s), Revenue stream, Development successes, Lessons learned, Contacts, Supportive partners, Supporters, Followers, "Likes", etc.. | Admin / accounts<br>Don't believe success is possible<br>Finding new supporters<br>How to increase earning power<br>How to create popular offers<br>Lack of business skills (outside your area of expertise)<br>Lack of confidence<br>Lack of time (perceived)<br>Lack of capital<br>No time for marketing<br>Problems with online marketing & social media<br>Promoting the cause<br>Relationship with partners / stakeholders<br>Reputation<br>Shiny baubles, new ideas but no time to implement<br>Staying focused<br>Too much time in the weeds, not enough to work on operation<br>Unpredictable workload | Grow donations / subscriptions<br>Develop products<br>Educate the public<br>Establish online fundraising<br>Re-structure the operation<br>Develop a new business model<br>Build the brand<br>Establish partnerships<br>Develop international initiatives<br>Retain donors<br>Retain staff / team / employees<br>Re-deploy resources<br><br><i>Develop, build &amp; establish</i> are common words for the Main Action required to move forward. | These can sound a bit like the main actions, but the strategy is <b>How</b> to Develop, build, establish, restructure, retain etc...<br><br>Employ a fundraiser<br>Establish an network of partners<br>Re-build website with online fundraising<br>Launch direct mail campaign<br>Join associations, activist groups<br>Undertake train staff / volunteers<br>Partner with overseas organisations<br>...and many more... |

