

reframe the question

"If I had an hour to solve a problem and my life depended on the solution, I would spend the first 55 minutes determining the proper question to ask, for once I know the proper question, I could solve the problem in less than five minutes."

~ Albert Einstein

GO UP AND DOWN THE **WHY-HOW** LADDER



1. Copy the provocation you came up with in the center box (>). From that starting point, move up the ladder by asking "And WHY is that important?", and down the ladder by asking "And HOW might we do that?"

2. Review the set of statements you derived and write down a new provocation on the flip side of this page.

Notes:

>> The new provocation might be what you wrote in one of the WHY or HOW boxes turned into a question, or it can be a whole new question inspired by the laddering process.

>> One of the goals of the process is to hone in on a problem/challenge that is neither too broad/abstract (and therefore hard to tackle), nor too narrow/specific (and therefore leads to only a few possible solutions).

WHY? So that we might...

And WHY is *that* important?

WHY? In order to...

WHY is that important?

How might we...

[your initial question here] ?

HOW might we do that?

HOW? By...

And HOW might we do *that*?

HOW? Or by...

How might we...

[Your reframed question here. Write it BIG]