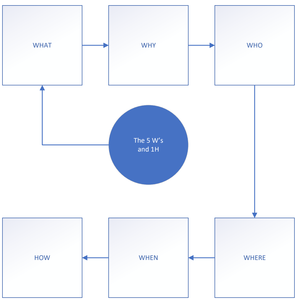
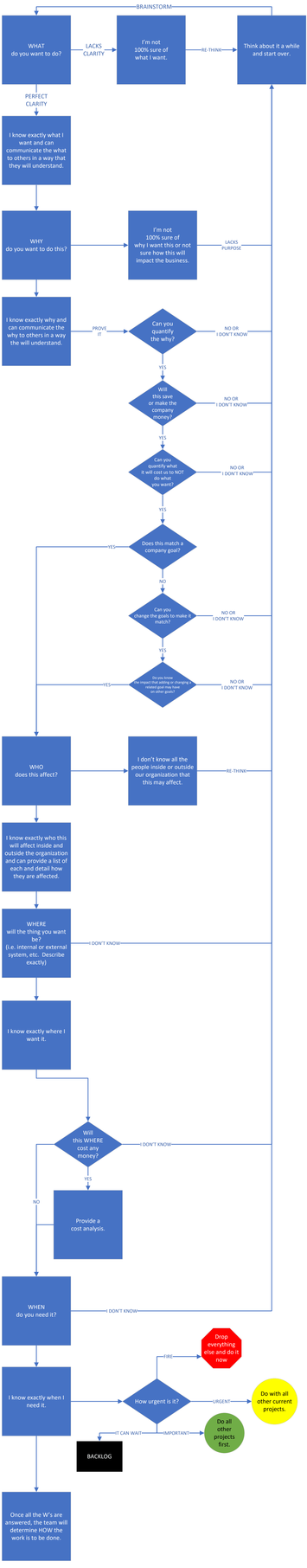

WHAT
WHY
WHO
The 5 W's and 1H
HOW
WHEN
WHERE


BRAINSTORM
WHAT do you want to do?
LACKS CLARITY
I'm not 100% sure of what I want.
RE-THINK
Think about it a while and start over.
PERFECT CLARITY
I know exactly what I want and can communicate the what to others in a way that they will understand.
WHY do you want to do this?
I'm not 100% sure of why I want this or not sure how this will impact the business.
LACKS PURPOSE
I know exactly why and can communicate the why to others in a way the will understand.
PROVE IT
Can you quantify the why?
NO OR I DON'T KNOW
YES
Will this save or make the company money?
NO OR I DON'T KNOW
YES
Can you quantify what it will cost us to NOT do what you want?
NO OR I DON'T KNOW
YES
Does this match a company goal?
YES
NO
Can you change the goals to make it match?
NO OR I DON'T KNOW
YES
Do you know someone who can help us change the current goal or have an other goal?
NO OR I DON'T KNOW
YES
WHO does this affect?
I don't know all the people inside or outside our organization that this may affect.
RE-THINK
I know exactly who this will affect inside and outside the organization and can provide a list of each and detail how they are affected.
WHERE will the thing you want be? (i.e. internal or external system, etc. Describe exactly)
I DON'T KNOW
I know exactly where I want it.
Will this WHERE cost any money?
I DON'T KNOW
YES
NO
Provide a cost analysis.
WHEN do you need it?
I DON'T KNOW
I know exactly when I need it.
How urgent is it?
FIRE
Drop everything else and do it now
URGENT
Do with all other current projects.
IMPORTANT
Do all other projects first.
IT CAN WAIT
BACKLOG
Once all the W's are answered, the team will determine HOW the work is to be done.