

# Identify the problem first.

*The toolkit comes second.*

Before you reach for a toolkit, write the problem down. If it doesn't fit on this page, you don't have a problem yet — you have a feeling.

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**01 What's happening.**

*A measurable, specific condition. A number, a date, a location.*

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**02 What should be happening.**

*The standard, SLA, or target. Pull it from a document — not your memory.*

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**03 The gap.**

*Where we are today. Where we need to be. And what's in the way.*

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**04 Why it's happening.**

*Name the system, not the person. Keep asking "why" until you reach something you can act on.*

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**05 What you're going to do — and which toolkit carries it.**

*The action. The toolkit. The owner. The date.*

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