



What if the biggest problem slowing your team down **isn't actually the problem?**

Be honest. Write about you, or about your team. Then turn the page.

KEEP

What are you doing that you should keep doing?

Where are you already getting to the truth? Asking the people closest to it, diagnosing before prescribing?

STOP

What are you doing that you should stop doing?

Where are you assuming, or treating the symptom? Adding more information when they already know what to do?

START

What aren't you doing that you should start doing?

What would expose the gap: where you want to be vs. where you really are, before you choose a solution?

Find the gap.

Take the biggest recurring problem on your team. Don't solve it yet. Work it through all three steps.

THE RECURRING PROBLEM MY TEAM KEEPS TALKING ABOUT

1 STOP ASSUMING

Is this a knowledge problem or an execution problem?

☐ They don't know what to do ☐ They know, and aren't doing it

Ask the people closest to it: what's actually preventing the results?

2 SEPARATE THE SYMPTOM FROM THE CAUSE

The symptom I see: **what is creating it?** Keep going until you understand what's underneath.

3 FIND THE GAP

The result we **actually want**

What **actually happened** today. Don't make it better or worse than it is.

THIS WEEK · THE ONE THING

What's the gap, and what do we need to do to realign?

Diagnose first. Expose the gap. **Then realign.**