

BRUTAL TRUTH FRAMEWORK

- I. What is the problem, opportunity, or issue that requires attention?

- II. What evidence do you have that confirms that this is a problem, opportunity or issue requiring attention?
 - ◆ What are the data and hard facts?
 - ◆ What does your intuition tell you?
 - ◆ To what degree do your preconceptions and past experience make objective evaluation difficult?

- III. Is your answer to the first question still the problem, opportunity or issue that requires attention?

- IV. To the best of your knowledge, what are the causes of #1 being a problem, opportunity or issue worth your attention?
 - ◆ What are the data and hard facts?
 - ◆ What does your intuition tell you?
 - ◆ To what degree do your preconceptions and past experience make objective evaluation difficult?

- V. What will happen if you do nothing?

- VI. What are your desired results?

- VII. What alternative actions can you take to bring about the results you want?
 - ◆ What obstacles must be overcome?
 - ◆ What opportunities exist?
 - ◆ What strengths can be leveraged?
 - ◆ What are the possible unintended consequences that may occur as a result of the alternative actions you documented?
 - ◆ What will the "cause and effect" time span be between each of the alternative actions and the results you want.