



ARE YOU SOLVING THE WRONG PROBLEM?

A Mini Workbook to Figure Out What to Do Next

For business owners who are ready to stop reacting to the obvious problem
and start looking for what is actually driving it.

THE IDEA A good solution applied to the wrong problem is still the wrong move.

Use this workbook with the short audio training, or come back to it anytime
something in your business isn't adding up.

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STEP 1 | DIAGNOSE BEFORE YOU DECIDE

What Do You Think the Problem Is?

Our instinct is to move quickly into action. Before you decide what to do, get clear about what you believe needs solving.

SHARON'S LENS If you can't state the problem simply, you may be mixing the facts, your interpretation and the solution together.

What problem are you trying to solve right now?

Write it in ONE sentence. No backstory. No solution yet.

EXAMPLES

“I need more leads.” “My revenue is inconsistent.” “My team isn't following through.”

Why does this feel like the problem?

What are you seeing, hearing, measuring or experiencing that led you here?

LOOK AGAIN Are you describing what is happening... or have you already decided why it is happening?



STEP 2 | SEPARATE FACT FROM STORY

What Do You KNOW... and What Have You CONCLUDED?

We often turn an interpretation into a fact without realizing we've done it.

EXAMPLE I KNOW: Sales are down 20%. | I'VE CONCLUDED: People don't want what I'm selling anymore.

WHAT I KNOW	WHAT I'VE CONCLUDED
<i>Facts • Numbers • Behaviors • Results</i>	<i>Assumptions • Explanations • Stories</i>

What assumption might you be treating as a fact?

Don't prove it wrong. Just identify it.

LOOK AGAIN What changes if your conclusion is only one possible explanation?



STEP 3 | LOOK BENEATH THE OBVIOUS

Could the Problem Be a Symptom?

A symptom can be completely real and still not be the root problem.

EXAMPLE “I need more leads.” Maybe. Or the real issue could be positioning, the offer, conversion, follow-up or retention.

Could the problem you wrote down be a symptom?

If yes, what might it be a symptom OF?

What else could explain what you're seeing?

List possibilities without deciding which one is right yet.

SHARON'S LENS Don't automatically solve the thing that's easiest to see.



STEP 4 | THE QUESTION THAT CHANGES THE VIEW

If I Solved This Tomorrow... What Would STILL Not Be Working?

Mentally remove the problem you've been staring at. Now look at the business again.

WHY THIS WORKS When the obvious problem disappears, the problem behind it often becomes easier to see.

If the problem on page 2 were completely fixed tomorrow, what frustration, bottleneck or inconsistency would remain?

Take your time with this one.

What would still feel harder than it should?

LOOK AGAIN Your answer may be pointing you closer to the problem that actually deserves your attention.



STEP 5 | DECIDE FROM CLARITY

ROOT → LEVER → NEXT MOVE

Now you're ready to think about action. Not a giant plan. A clearer diagnosis and a useful next move.

ROOT

What is actually creating the problem?

Get underneath the symptom and your original explanation.

LEVER

What single change could have the greatest effect?

Where is the highest-leverage place to focus?

NEXT MOVE

What is the smallest useful action that would help you test whether you're right?

Your next move can simply give you better information.



FINAL CHECK-IN

Before You Add Something Else to Your To-Do List...

Make sure your next action is coming from clarity rather than urgency.

Am I solving the problem... or my explanation of the problem?

What's the most important thing I see differently now?

What am I going to do next — and what am I NOT going to do yet?

KEEP THIS QUESTION What am I not seeing?

Clarity first. Activity second.

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