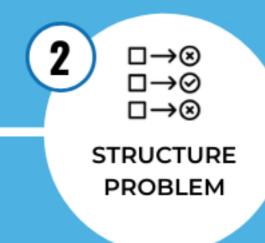
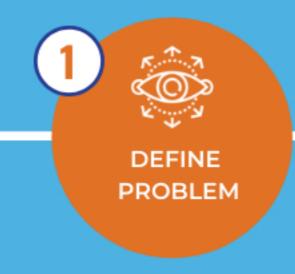




CLIENT PROBLEM





Think disaggregation and early hypotheses:
What could be key elements of the problem?

Think Impact:
What does a client need to know?





Think speed:
Which issues are most important at this present moment in time?

Think efficiency: Where and how should the team spend its time? COMMU

NICATION





Think "So What": What implications do our findings have for the client? Think Evidence: What are we trying to prove/disprove?



>CLIENT RESULTS

Think Potential Solution: What should the client do?