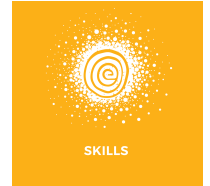


DEVELOPING A PROBLEM STATEMENT WORKSHEET



“A problem well stated is a problem half solved.” Developing a clear problem statement is going to help you communicate why your business is important. Here, you will develop your problem statement, with the guidelines below.

Your problem statement must be:

- ◆ Concise: one single statement
- ◆ Specific: it should clearly outline what the problem is and why it exists
- ◆ Communicate impact: identify who is affected and where

The process of developing your problem statement must include the following:

- ◆ Who does it affect? (What demographic?)
- ◆ Where does it occur? (Be specific, what community?)
- ◆ What is the problem?
- ◆ Why does it occur? (Identify the causes of the problem, and choose one to focus on)



An example of a problem statement is this:

‘Prison wardens in Pollsmoor Prison, Cape Town, are under-trained, and under-resourced, which heightens prison violence’

Using the process above, we can clearly identify elements of the problem statement:

- ◆ Who: Prison wardens
- ◆ Where: Pollsmoor Prison, Cape Town
- ◆ What: heightened prison violence
- ◆ Why: under trained, under resourced

Can you see how clearly the above example communicates the problem the business is trying to address? An effective problem statement does this!