

What Problems Are You Solving

Do you know why you are investing your resources in a project? Every project you embark on is an investment. You need to ensure that the return on investment is sound. Therefore, it is a crucial question you must ask.

What problems do you aim to solve by making the investment? How would your business benefit? Your resource could be wasted if you haven't clearly identified what you want to achieve.

Here are 10 questions you must ask:

1. What is the objective of the project?
2. What benefits would be delivered?
3. What does a successful solution look, feel and smell like?
4. How do you conduct the work today without investing in the project?
5. Where are the pain points you aim to eliminate?
6. What are the causes of the concerns?
7. Could any of the pain points be fixed via process change?
8. How many people will be impacted internally?
9. Would your customers be affected? If so, in what way?
10. What options are there?

In asking those questions, you clarify the goals and focus on issues you aim to solve. Through the process, the information gathered helps you assess the pros and cons of the solution options. Without doing this step, you would not be able to assess the severity of the issue on hand, its impact on internal operation and customers, and how well the recommended solution would address the problems.

The best approach is to make this list of questions a standard project screening criteria. It lends consistency and vigor to your investment decisions.