

CEMMethod® Tool 1

Problem Framing One-Pager (Ch01)

Companion URL: <https://bpgroup.org/cemmethod/ch01>

Purpose: Define the right problem in performance terms and anchor it to the Triple Crown.

Use when: Starting work, or when CX feels vague or political.

Time: 10-15 minutes

Worksheet

1) The business problem (performance language)

We are experiencing: _____

Which is causing: _____

2) The customer reality (Outside-In truth, one sentence)

Customers experience: _____

When trying to: _____

Which causes: _____

3) Triple Crown anchor

Primary (tick one): Revenue growth Cost reduction Service improvement

Secondary (tick one): Revenue growth Cost reduction Service improvement

4) Measures (keep tight)

Driver measure 1: _____

Baseline: _____

Target: _____

Driver measure 2: _____

Baseline: _____

Target: _____

Outcome measure: _____

Baseline: _____

Target: _____

5) 60-day proof promise (one sentence)

In 60 days we will: _____

By changing: _____

Measured by: _____

6) Constraints to design around (tick all that apply)

Policy Process Technology Data Risk

Capacity Skills Incentives

Notes: _____

7) Decision required now

We need agreement on: _____