

SMART acronym for problem definition

- **Specific**
- **Measurable**
- **Achievable**
- **Relevant**
- **Time-bound**

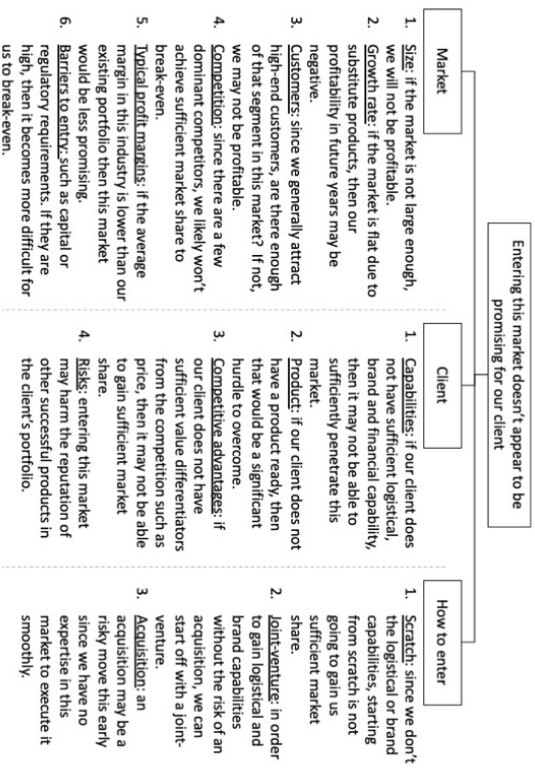
VOM acronym for clarifying questions

- **Value-chain**
- **Objective**
- **Money**

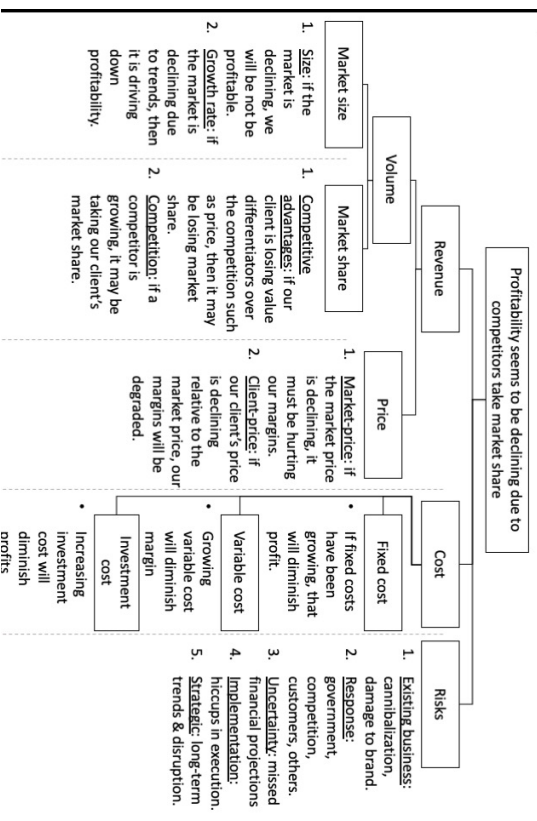
Entering a new market framework

Declining profitability framework

Should the client enter this new market?



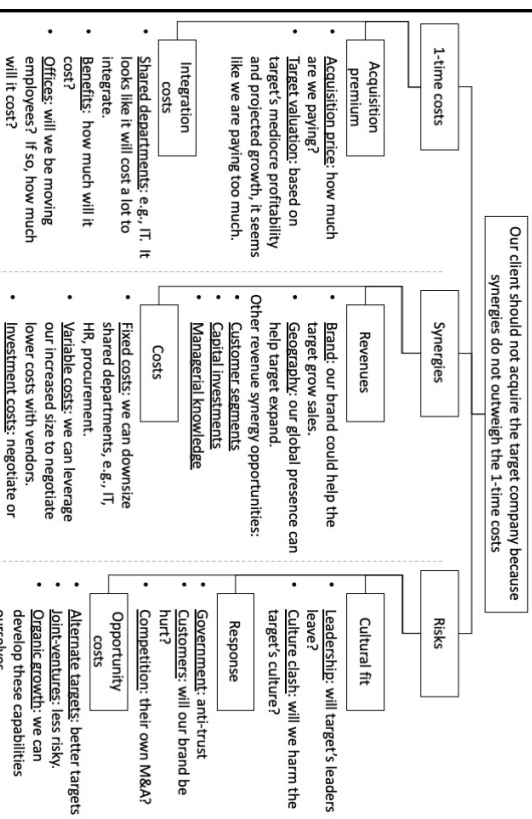
How can the client reverse declining profitability?



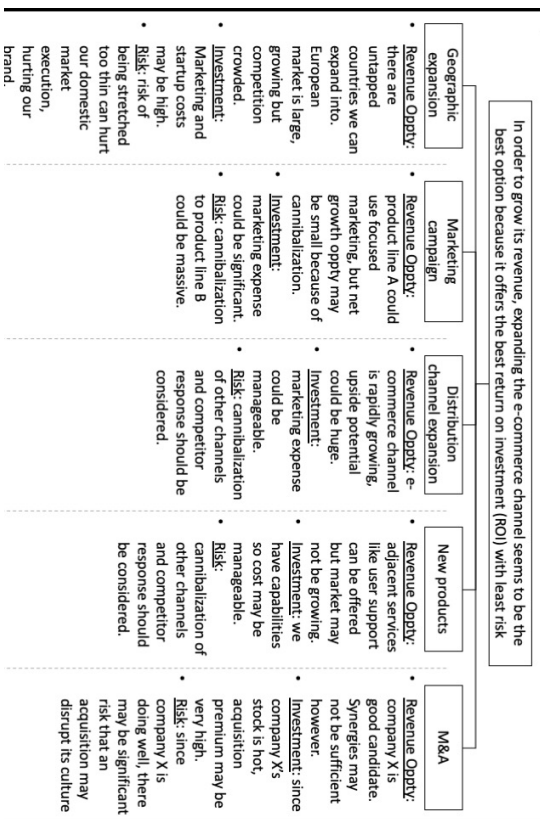
M&A framework

Aggressive revenue growth framework

Should our client acquire the target company?

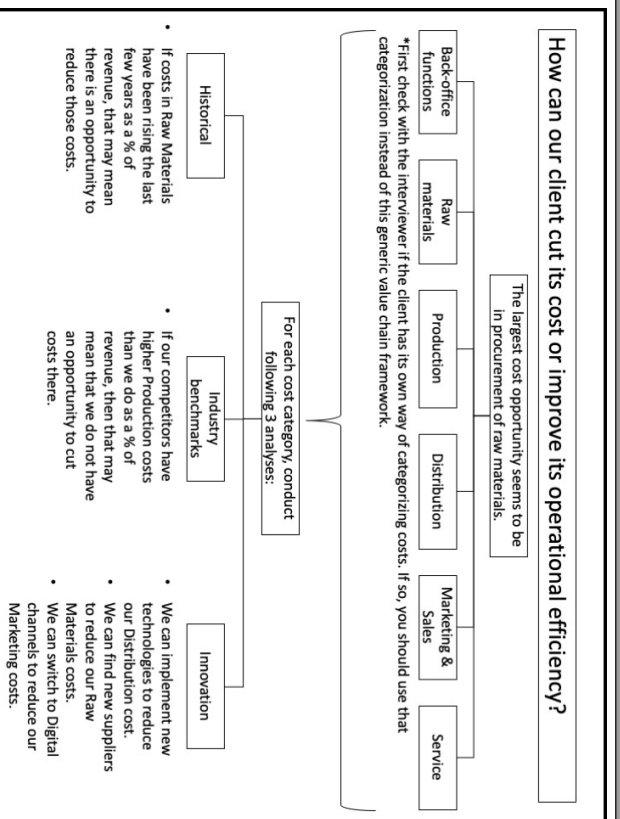
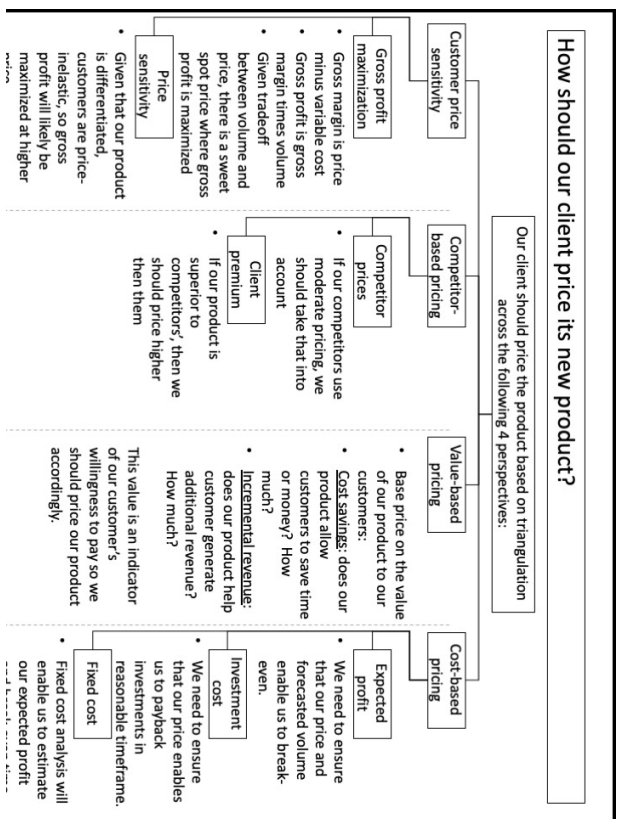


How should our client best pursue aggressive revenue growth?



Pricing strategy framework

Operational improvement framework



Math structures



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Custom framework approaches



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1. **Current-state vs Future-state**
2. **Market-sizing using chronological buckets**
3. **Timeline**

- **Equation-based**
- **Multiple metrics of focus**
- **Customized “levers”**
- **Leveraging information in the prompt**

7 Step PS applied to Brainstorming



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7 Step PS applied to exhibit- interpretation



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- 1. Define Problem: clarify objective and write at top of page**
- 2. Structure to use for brainstorming**
- 3. Prioritize: hypothesis of where most value will come from**
- 4. Plan analysis (partially): brainstorm list of ideas under each bucket**
Note: Steps 5-7 not applicable to brainstorming

- 1. Define Problem: clarify objective and write at top of page**
- 2. Structure to target objective (e.g., revenue, costs)**
- 3. Prioritize: hypothesis of where most value will come from**
- 4. Plan analysis: carefully study every sq inch of exhibit**
- 5. Conduct analysis: draw insights from exhibit in each bucket of your Structure**
- 6. Synthesize analysis: state "so what?" for client**
- 7. Develop recommendations: lay out next steps to obtain final recommendation**