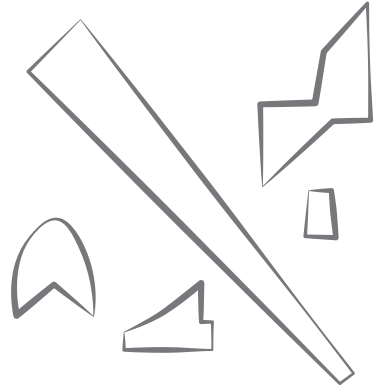


Reverse engineering

On the right, some of the elements of your business. Working out how to get them to seamlessly fit together is a difficult puzzle, likely to involve trial and error and take an age. But when you you've seen what success looks like (the square underneath) reverse engineering from there to put every individual piece in the right place becomes a straightforward copying process.



Toolkit

1. Start at the end: what does the ideal solution look like? Ignore the problem for the time being and focus on what the outcome you want is
2. Gradually step away from that position, so you move from where you want to be to where you are, looking at the changes, in reverse order, required to get there
3. Now look at these steps in order of from where you are to where you want to be, and establish the actions needed to execute them