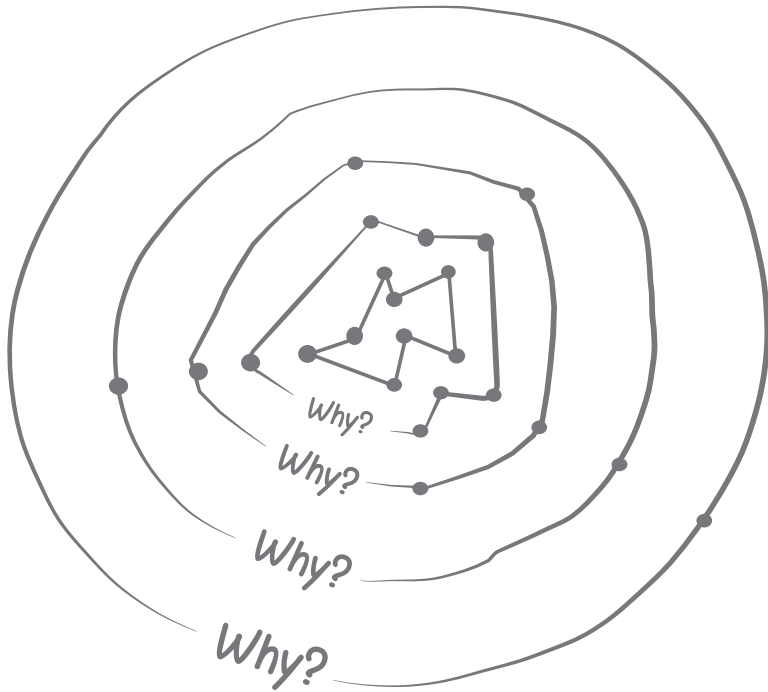


# Think bigger

The smallest shape at the centre is your current problem. Each dot is an 'anchor' – a detail of the problem that defines its small, tight shape. As you think bigger, making the problem broader and more general, you start to lose these anchors. The problem becomes bigger, broader – and simpler.



## Toolkit

1. Write out the problem as it stands, typically in the form of a question you want answered
2. Then ask, 'What's the bigger issue behind that?' or 'Why is that an issue – what's the bigger picture of what we want to achieve?' to move to a broader level
3. Keep asking 'why' and stepping back until you get to something truly transformative; a broader, more general iteration
4. Now look at ways to answer that question – and the smaller one you started with will be solved too