



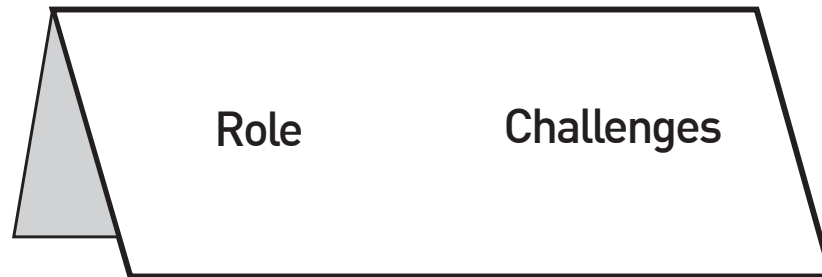
Your Role

Your name tag has details as below

Front



Back



**Can you put the egg
inside the bottle?**

The Problem

“The year 2010 specifically brings us in one of the most difficult economic environments where we were faced with very high unemployment, record inflation and deteriorating macroeconomic conditions. The last 2 quarters we have not managed to defend our market share in North America and as a result we have lost almost 3 percentage points of Market Share in the beverage part of our business, despite taking significant pricing to offset the commodity inflation.

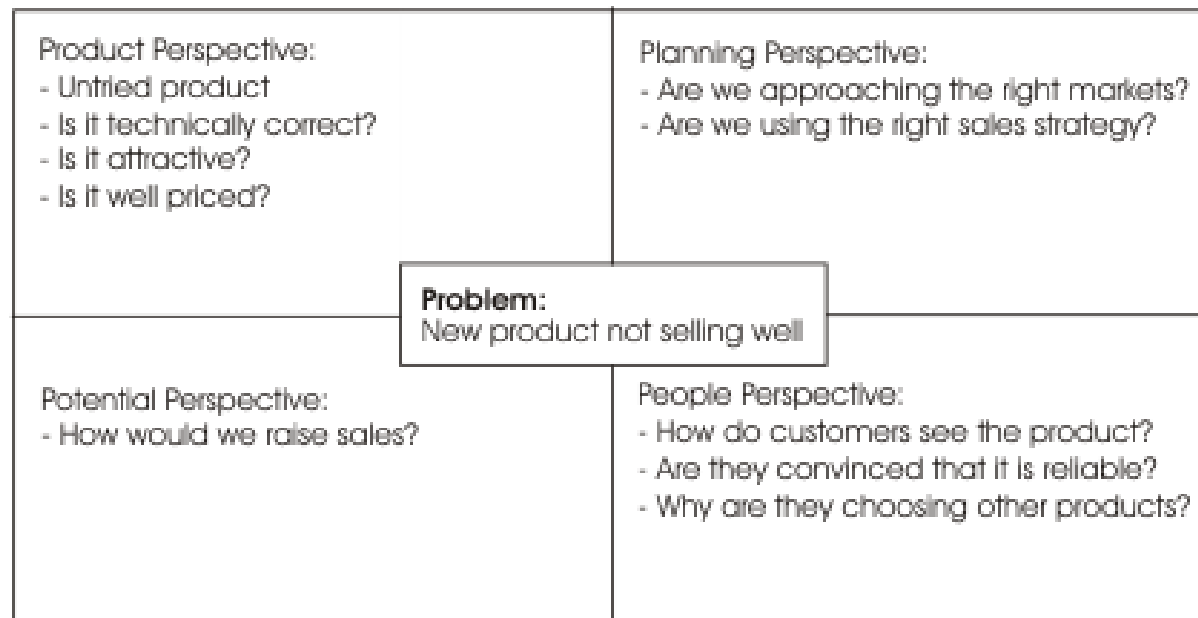
Our imperative is to sustainably and profitably grow beverages worldwide. Within that, goal one, is to reverse the market share slip back to where we were, in the next 2 quarters.”

- CEO, Indra Nooyi, Pepsi Co.



Reframing Matrix

Figure 1. Reframing matrix example - New product not selling well



Rules



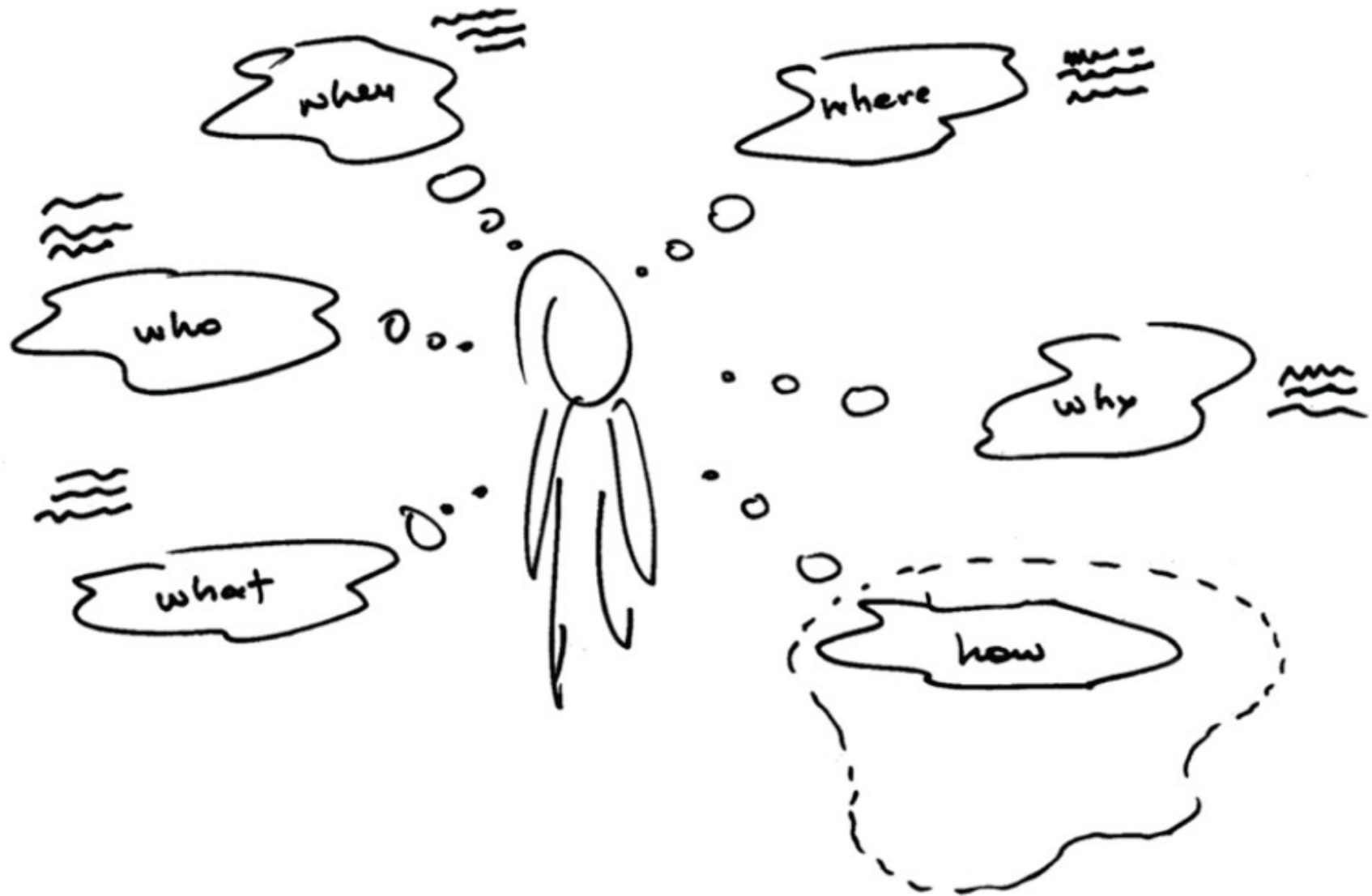
1. Ask questions in the spirit of

Clarifying / Addressing issues / Revealing areas / Challenge orthodoxies.

2. Try and generate questions/statements for all four quadrants individually too. Your perspective is important!

3. No solutions please!

Focusing Question



Focusing Question



Focusing Question

Example of a problem:

“My kids’ grades at school are deteriorating.”

“Why are my kids not performing well at school?”

“What happened that suddenly affected my kids performance?”

“How can help them become better at school?”

...all very valid but, not very actionable.

Focusing Question

How. Who. What. Why

Focusing Question

After looking into areas of possible problems and impact with the PPPOP framework

“How can **I as a parent**, help my kids, **improve their time management**, so that they have more **time to get rest and recuperate** from their demanding schedule?

Reframing Question

How Who What Why

.....

.....

.....

Example: My kids' grades at school are deteriorating.

RFQ.: How can I as a parent, help my kids, improve their time management, so that they have more time to rest, and recuperate from their demanding schedule?

Focusing Question



Now

create



Yours

The Problem

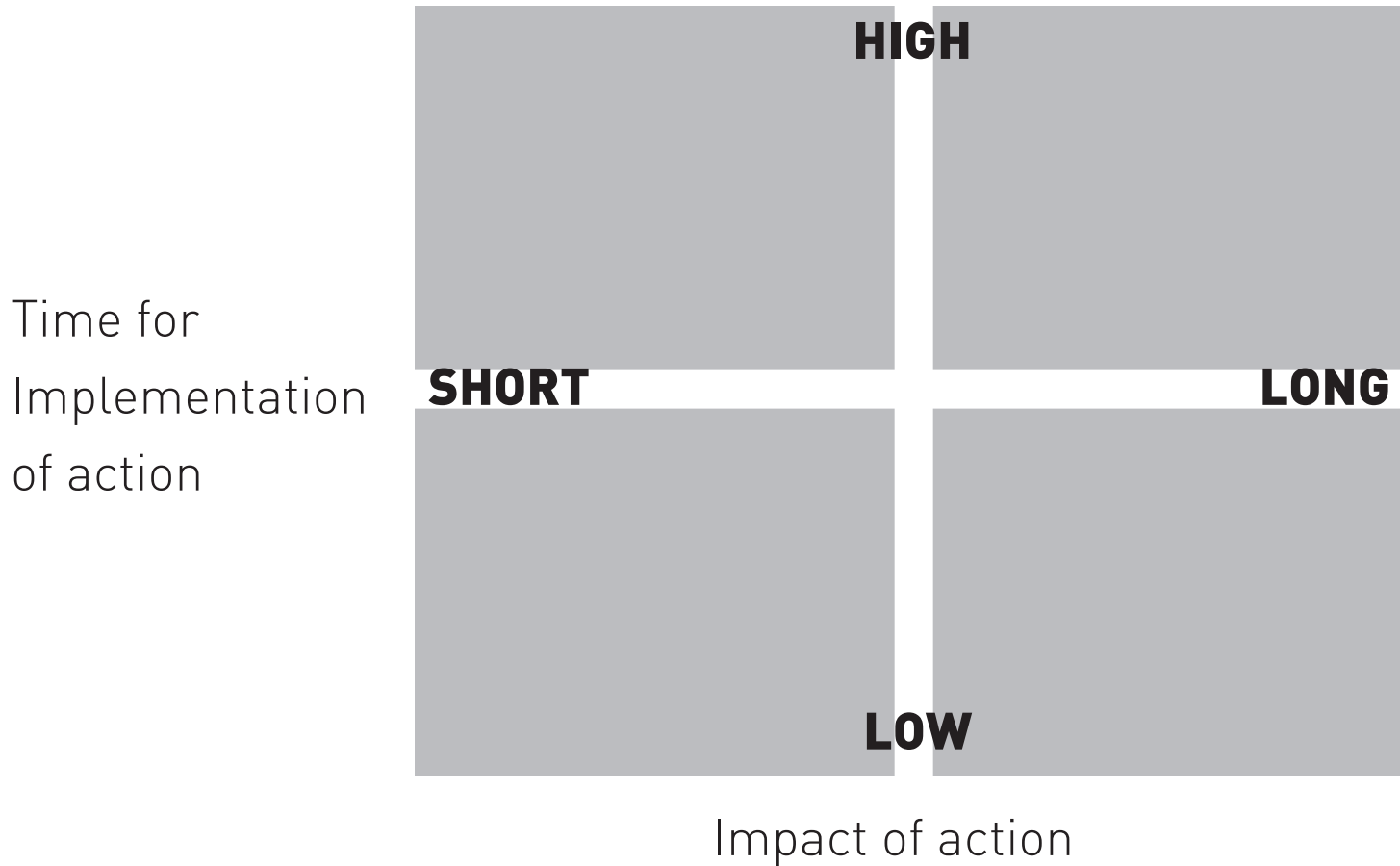
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Time Frame

next 2 quarters

Priority Matrix



Getting to Task!

Please share the reframe with the rest of your team.

We hope you enjoyed and this experience helped in pushing some of the road blocks out of the way!

THANKS FOR PARTICIPATING AND PULLING OUT OF YOUR BUSY SCHEDULES!

Thank you

