

1. **Identify the problem.** The first step is to clearly define the problem or goal. This involves understanding the current situation, identifying the specific issue, and determining the desired outcome. For example, if a company is experiencing a decline in sales, the problem might be identified as "low customer engagement" or "poor product quality."

2. **Analyze the problem.** Once the problem is identified, the next step is to analyze its causes and effects. This involves gathering data, conducting research, and identifying the underlying factors contributing to the problem. For example, a company might analyze sales data to identify trends, customer feedback to understand concerns, and market research to assess competitive positioning.

3. **Develop a solution.** After analyzing the problem, the next step is to develop a solution. This involves brainstorming ideas, evaluating options, and selecting the most effective and feasible solution. For example, a company might develop a solution to low customer engagement by implementing a new marketing strategy, improving customer service, or launching a new product line.