A screenshot of a cell phone

Description automatically generated­­

***To Solve Your Toughest Problems, Change the Problems You Solve***

How would you fix a slow elevator? Would you buy a faster elevator? What if you bought some mirrors for the lobby? Wait, what? How would mirrors in the lobby fix a slow elevator? Well, they wouldn’t. But maybe a slow elevator isn’t the problem. Maybe people just don’t like waiting for elevators, and if you give them something else to do they’ll forget about the wait. Someone really did this, and it really worked.

This is reframing - instead of jumping right in to solve a perceived problem, step back and consider if you’re thinking about the right problem in the first place.

Reframing is not difficult to learn. It can be used on simple challenges in in everyday life and on the biggest, trickiest problems. In this visually engaging and friendly book, you’ll learn from leaders, entrepreneurs, and even from couples who’ve used reframing to discover breakthroughs in their relationships. What’s your problem? It may not be what you think it is. Learn to reframe, and growth and success will follow.

POINTS OF INTEREST

* Shows that it’s not only problem-solving, but problem diagnosis, that has become an essential leadership skill
* Presents a three-step process for effective reframing and shows how to implement with cases and examples, step-by-step advice, skill-builders and brain teasers
* Doesn’t require an offsite or a training program or a lot of time to master—the reframing techniques in this book can be practiced in as little as 5 minutes

|  |
| --- |
|  |
| **What’s Your Problem?**  *To Solve Your Toughest Problems, Change the Problems You Solve*  By Thomas Wedell-Wedellsborg    *March 2020*  RRP €35.00 / £25.00 |



About the authorS

Based in New York, **Thomas Wedell-Wedellsborg** has spent the last decade studying the practical aspects of innovation and problem-solving in the workplace. He coauthored *Innovation as Usual* and as a corporate educator, he has taught this book’s framework to clients all over the world, including Microsoft, Citigroup, Time Warner, Prudential, UBS, Deloitte, and the United Nations. He is originally from Copenhagen, Denmark.

**Books can be purchased in bulk at a discount for use in training programs, sales campaigns, or gift-giving. To discuss, please contact Lindsey Dietrich at Lindsey.Dietrich@hbr.org**