

Defining Your Roadblocks

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SAMPLE PROMPTS

Introduction

Identifying a roadblock is simply knowing what it is that's keeping you from moving forward. **Defining** a roadblock is knowing why the roadblock happened, the implications that it makes on your business, and how to best move forward. This PDF will walk you through some very specific questions to help you define your roadblock. In the end, you will be able to walk away with an accurate and actionable description of your roadblock.

Step 1: Define Your Project

Consider this just a warm up for the following steps. Simply write down any specific details about the project you are currently working on and the details of the roadblock you are facing. If you are having trouble, we've provided some sample prompts to help you start thinking through the details of your project.

What are you working on?

Who is working on it?

What is involved as far as time and resources are concerned?

Step 2: Look Back

Whether it's a competitor's new feature or something internal, finding the cause of your roadblock will make the path towards implementing a solution more straightforward. The cause for your roadblock might be instantly recognizable, or it might require some more searching. If it does take some more thought, refer to the sample prompts.

When did you start feeling like your business was suffering?

Did any major internal or external events happen during or around that same time?

If not, what was the closest major event that took place?

Step 3: Identifying the Roadblocks

Taking the information from the previous step, identify the exact roadblock(s) that needs to be fixed. Keep in mind that there can be more than a single roadblock that needs to be addressed. Sometimes the exact roadblocks are hard to identify, but don't let that stop you from giving it a try and moving on to the next few steps!

Was the cause you discovered in Step 2 an internal or external roadblock?

Does the roadblock involve a specific team, division or section of your project?

What is keeping your business from moving forward in a positive direction?

