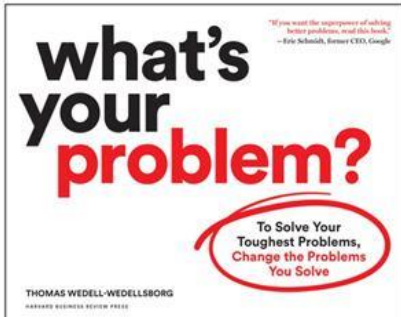


PM WORLD BOOK REVIEW



Book Title: ***What's Your Problem?***

Author: **Thomas Wedell-Wedellsborg**

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Format: Softcover, 213 pages ISBN: 978-1-63369-722-5

Reviewer: **Michael J. Miers, PMP** Review Date: June 2020

Introduction

What's Your Problem? approaches problem solving in such clear and concise way that you can begin applying concepts right away without the need to finish the book completely. Immediately the reader is challenged to frame and give consideration to ensuring that the *right* problem is being solved. How the problem is framed not only helps to determine the actions and efforts towards solutions overall, but also keeps one from addressing the wrong problem in the first place. The illustrations used to support the process are deliberate, simple and straight forward. The book is written in a way that the reader can take immediate application of the core concepts.

Following the strategy prescribed in the framework helps one to make better decisions by avoiding false starts, wasted efforts and misuse of resources. The reframing loop is a reflective action that plainly speaks to the question, "What problem is it that we are trying to solve?". The efforts made by stepping through and reexamining ill-defined problems can result in a more accurate and actionable problem statement. Looking outside the frame is strategy used as well to ensure that the big picture is considered.

Overview of Book's Structure

What's Your Problem? is arranged in three parts: Solve the Right Problem, How to Reframe and Overcome Resistance. The parts are followed by an Appendix: Recommended Reading, a Notes Section an Index, an Acknowledgement Section and finally a section About the Author.

Material is arranged as follows:

- Part One – Solve the Right Problem
 - Introduction – What's Your Problem?
 - Chapter 1 – Reframing Explained

Part Two – How to Reframe

Chapter 2 – Getting Ready to Reframe

Chapter 3 – Frame the Problem

Chapter 4 – Look Outside the Frame

Chapter 5 – Rethink the Goal

Chapter 6 – Examine Bright Spots

Chapter 7 – Look in the Mirror

Chapter 8 – Take Their Perspective

Chapter 9 – Move Forward

Part Three – Overcome Resistance

Chapter 10 – Three Tactical Challenges

Chapter 11 – A Word in Parting

Appendix: Recommended Reading

Notes

Acknowledgements

About the Author

Highlights

After the term *Reframing* is explained in Chapter One, the main concentration of the book was in Part Two where focus was on Reframing the Problem. This Part was complete and comprehensive, taking the reader from Preparing to Reframe, to examination of the problem and then finally an opportunity to reexamine with reflection opportunities.

Highlights: What I liked!

Each chapter is supported by real world examples to help support the concepts demonstrated in the chapter. A Chapter Summary is offered at the close of each chapter that reinforces the concepts learned and can be used as a quick review in the future.

The book includes several blank Reframing Canvases that can be filled in and used as an overview of the methods key steps. Additionally, there are Reframing Checklists that are meant to be used as references to ensure that all of the method steps are followed.

Who might benefit from the Book?

This book would appeal to those professionals who simply are looking for a method to help them solve problems better. It is not written for a specific discipline like an IT professional, project manager or an engineer. The straightforward and easy to follow structure can be applied to personal or a non-professional context as well.

Conclusion

What's Your Problem? is a book that is laid out where the width dimension of the book is significantly greater than the length dimension. This makes the book a unique shape and easily identifiable on your bookshelf as a quick reference for when you want to use the methods to reframe a problem. The chapters are short, well-structured and supported with relevant stories. The graphics are simple and appear to be what you would see handwritten on a whiteboard. This book is for anyone who has struggled with false starts in reaching a problem statement either by oneself or collectively on a team. The structure is clean concise and easy to follow. This book would be an excellent addition to your reference library.

For more about this book, go to: <https://hbsp.harvard.edu/product/10257-PBK-ENG?itemFindingMethod=Catalog>

Editor's note: This book review was the result of a partnership between the publisher, PM World and the [PMI Dallas Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books.

If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact editor@peworldjournal.net.

About the Reviewer



Michael J. Miers, MBA, PMP

Texas, USA



Michael J. Miers is a Quality Manager with experiences leading Research and Development projects and technical sales support functions. He has a track record for achieving improvements in cost, quality, cycle time and business processes. Additional experience: Project Management, Project Management Professional (PMP) certification. ISO Internal Auditor for ISO 9001 Quality and ISO 14001 Environmental Stds, Six Sigma Green Belt Certified and Black Belt trained, Risk Assessment Moderator, Design for Reliability, Engineering Documentation Control. BS Degree in Industrial Engineering Technology and a Masters of Business Administration.

Associate Faculty teaching courses in: Production and Operations Management, Computer Graphics and Design, Project Procurement Management and Management of Organizations.

Michael can be contacted at MJMiers@hotmail.com or on LinkedIn at <https://www.linkedin.com/in/mikemiers/>