

SOLVING FOR

WHAT IS THE TARGET AUDIENCE DOING NOW RELATIVE TO **X**?

WHAT WILL IT TAKE TO GET TARGET AUDIENCE TO DO **X**?

WHO ARE THE BEST PEOPLE TO HELP SUPPORT/MOTIVATE TARGET AUDIENCE TO DO **X**?

WHAT CAN SUPPORTERS DO TO HELP TARGET AUDIENCE DO **X**?

MEASURE: HOW WELL IS THE TARGET AUDIENCE DOING **X**?