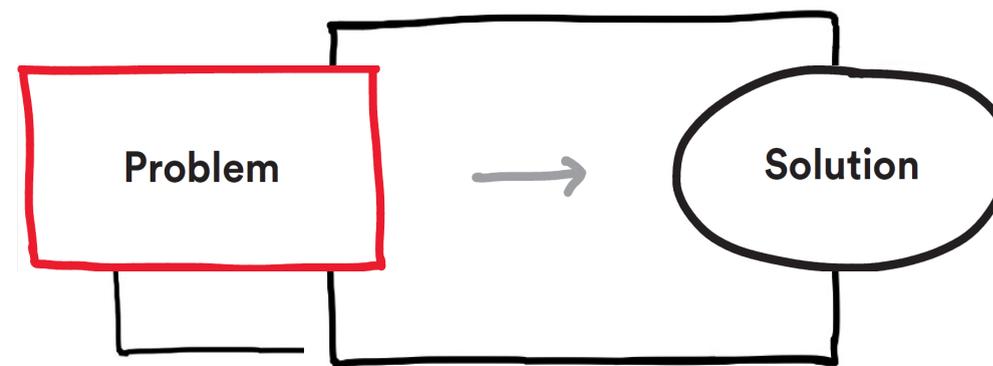


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WHAT'S YOUR PROBLEM?

Thomas Wedell-Wedellsborg



What's Your Problem?

Harvard Business Review Press
March 2020



"If you want the superpower of solving better problems, read this book."

Eric Schmidt

Former CEO, Google



"As practical as it is wise"

Amy C. Edmondson

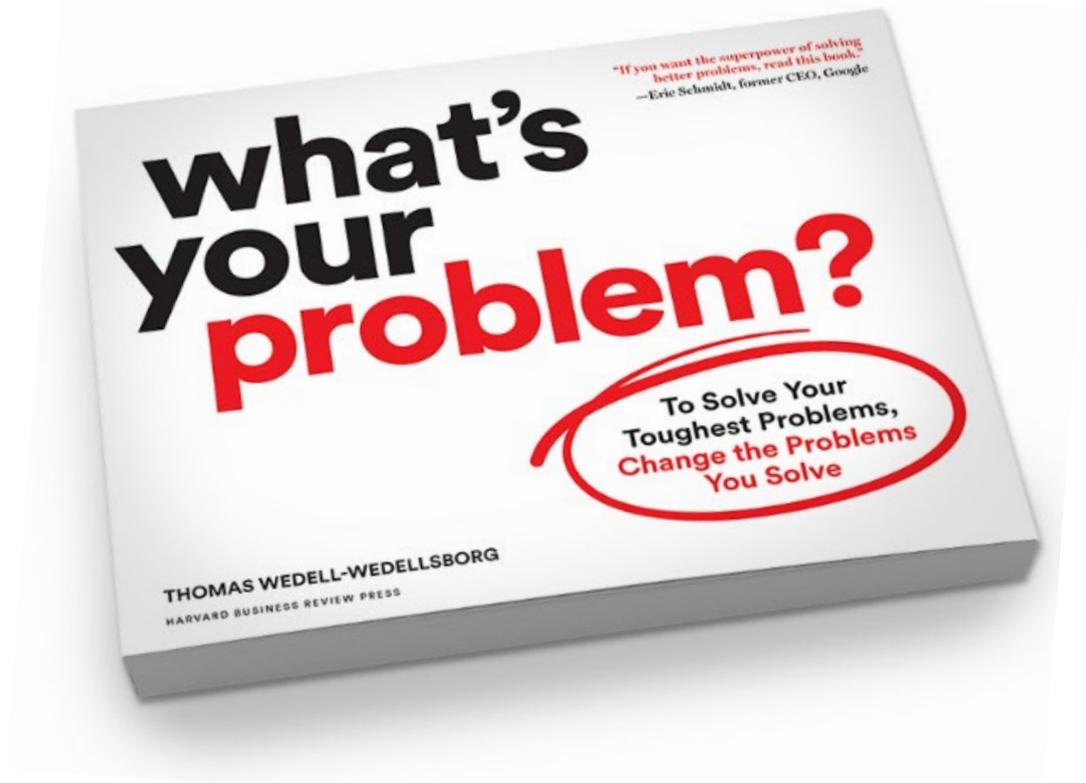
Harvard Business School



Top 20 leadership book
to read in 2020

Adam Grant

Author, *Give and Take*, *Option B*





SPEAKER BIO

Thomas Wedell-Wedellsborg is a globally recognized expert on innovation and problem solving.

His latest book *What's Your Problem?*, published in 2020 by Harvard Business Press, was recommended by former Google CEO Eric Schmidt with the words “If you want the superpower of solving better problems, read this book.”

Thomas’s research has been featured in *The Economist*, *Forbes*, *Bloomberg Businessweek* and *The Financial Times*. *HR Magazine* listed him as a “Top 20 International Thinker”. *Thinkers50* listed him on their 2021 Radar.

Thomas is originally Danish. Prior to his current career, he served as an officer with the Danish Royal Guards. His first book, *Innovation as Usual*, was published by Harvard Business Press in 2013, sharing how to make innovation happen in big organizations.

SEMINAR: SOLVE THE RIGHT PROBLEMS

Based on “What’s Your Problem?” (HBR Press 2020), the seminar teaches participants a powerful new tool, **reframing the problem**, which they can use in almost all aspects of their work.

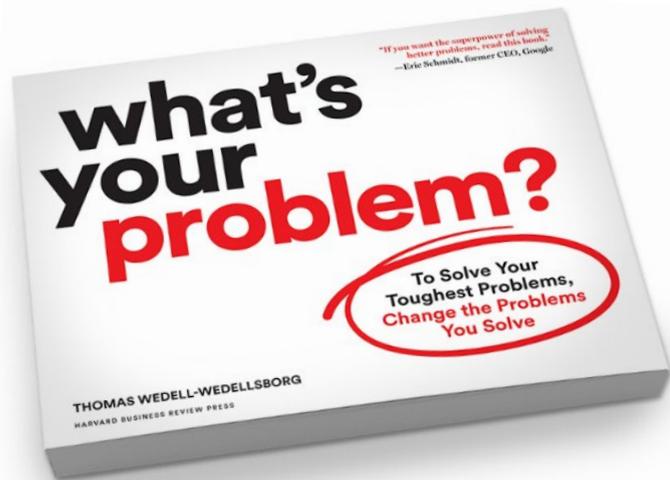
The importance of reframing becomes clear when you look at how people tend to approach problem-solving. By nature, people are often action-oriented and tend to rely on trial-and-error.

That is often a good approach. But the tendency to ‘jump into action’ also creates a danger that people keep trying new solutions **without understanding whether they understand the problem correctly** – or if they are even targeting the right problem in the first place. The trial-and-error approach benefits tremendously from being combined with reframing; a little bit of analysis can save people a great deal of wasted effort.

The seminar can be extended to include a teamwork element where people apply reframing on the challenges they are currently facing in their business – a very powerful way to make sure your event has real impact.



MY WORK



A 'nimble' method for reframing
based on 50 years of
multidisciplinary research
and road-tested with companies
across the globe

TECH SECTOR



BANKING & FINANCE



PHARMA & HEALTHCARE



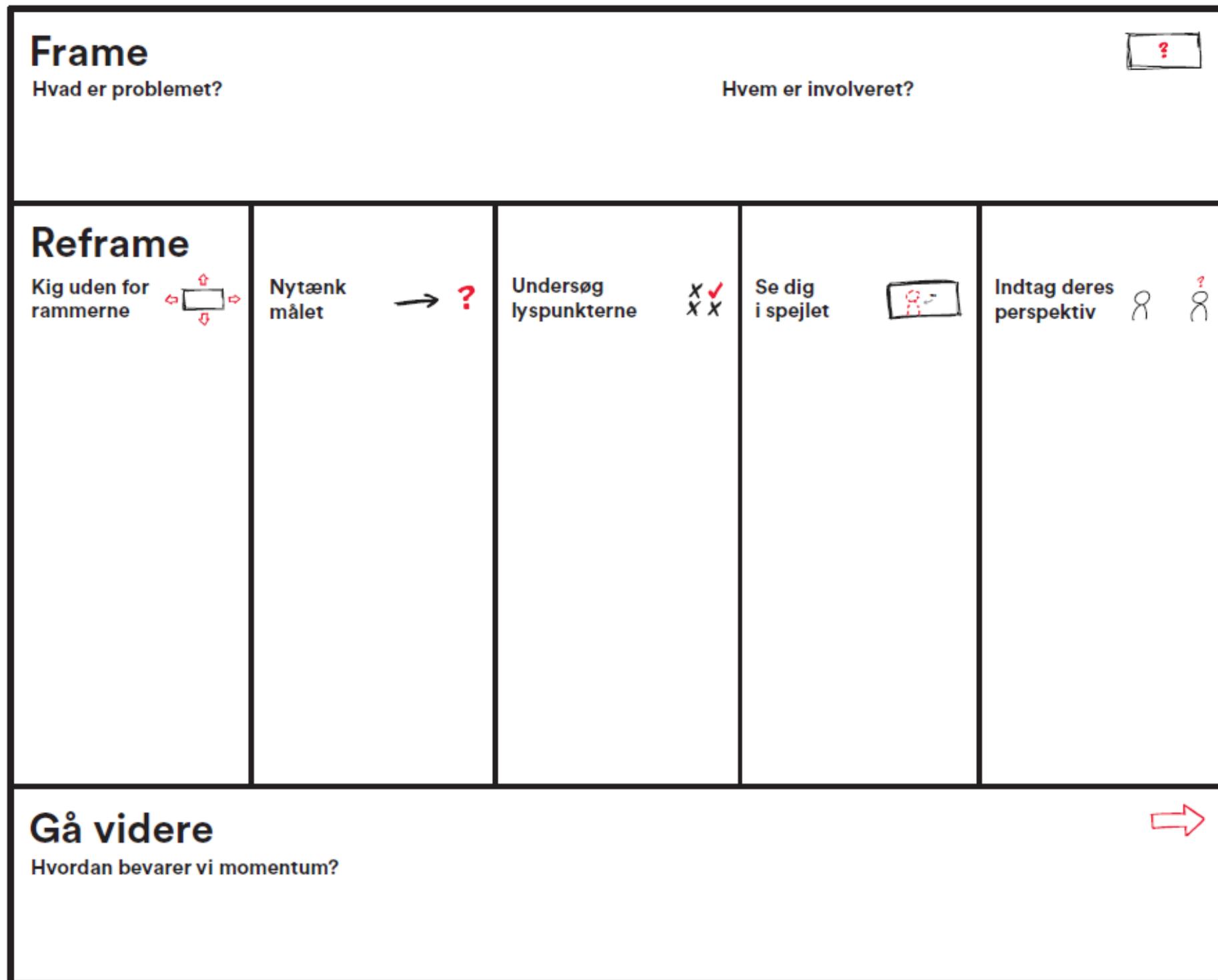
HEAVY INDUSTRY



AND       

FORMAL

The canvas



INFORMAL

A habit of mind

1. Frame
What problem are we trying to solve?

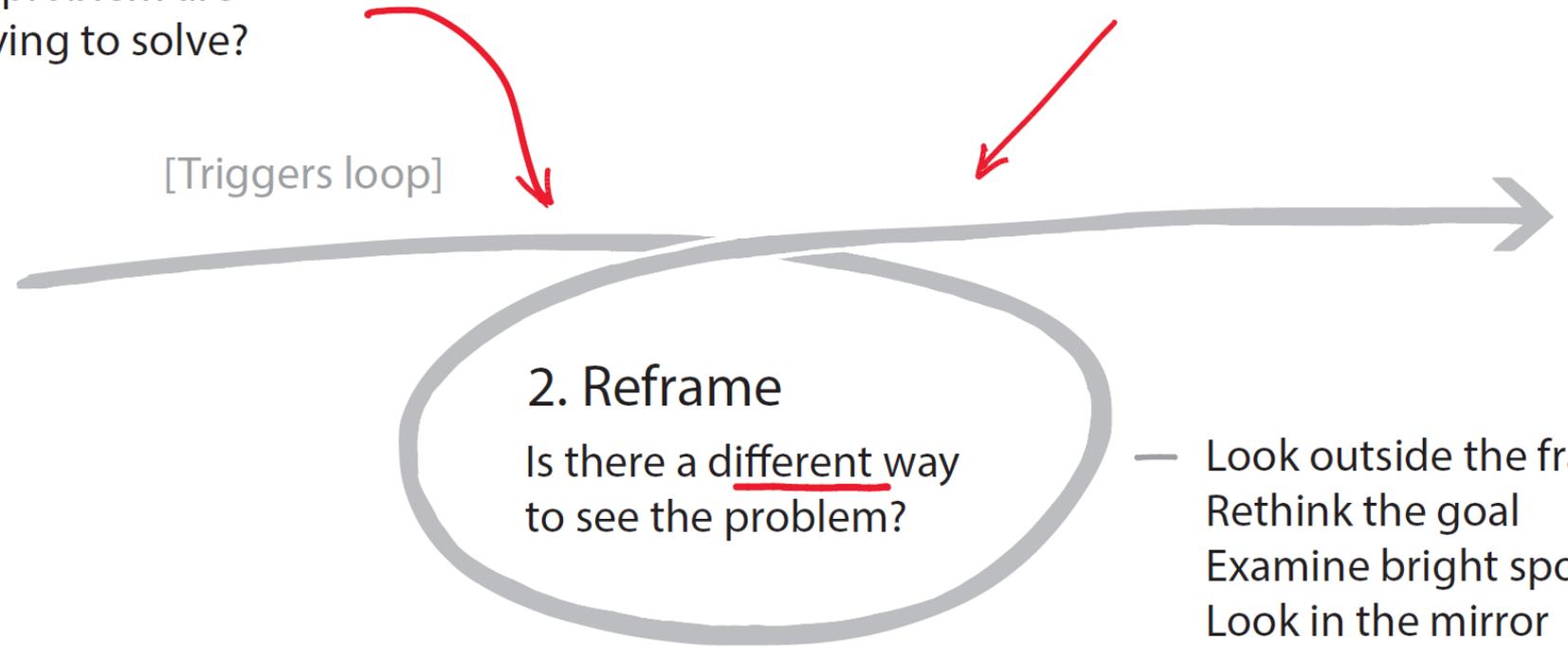
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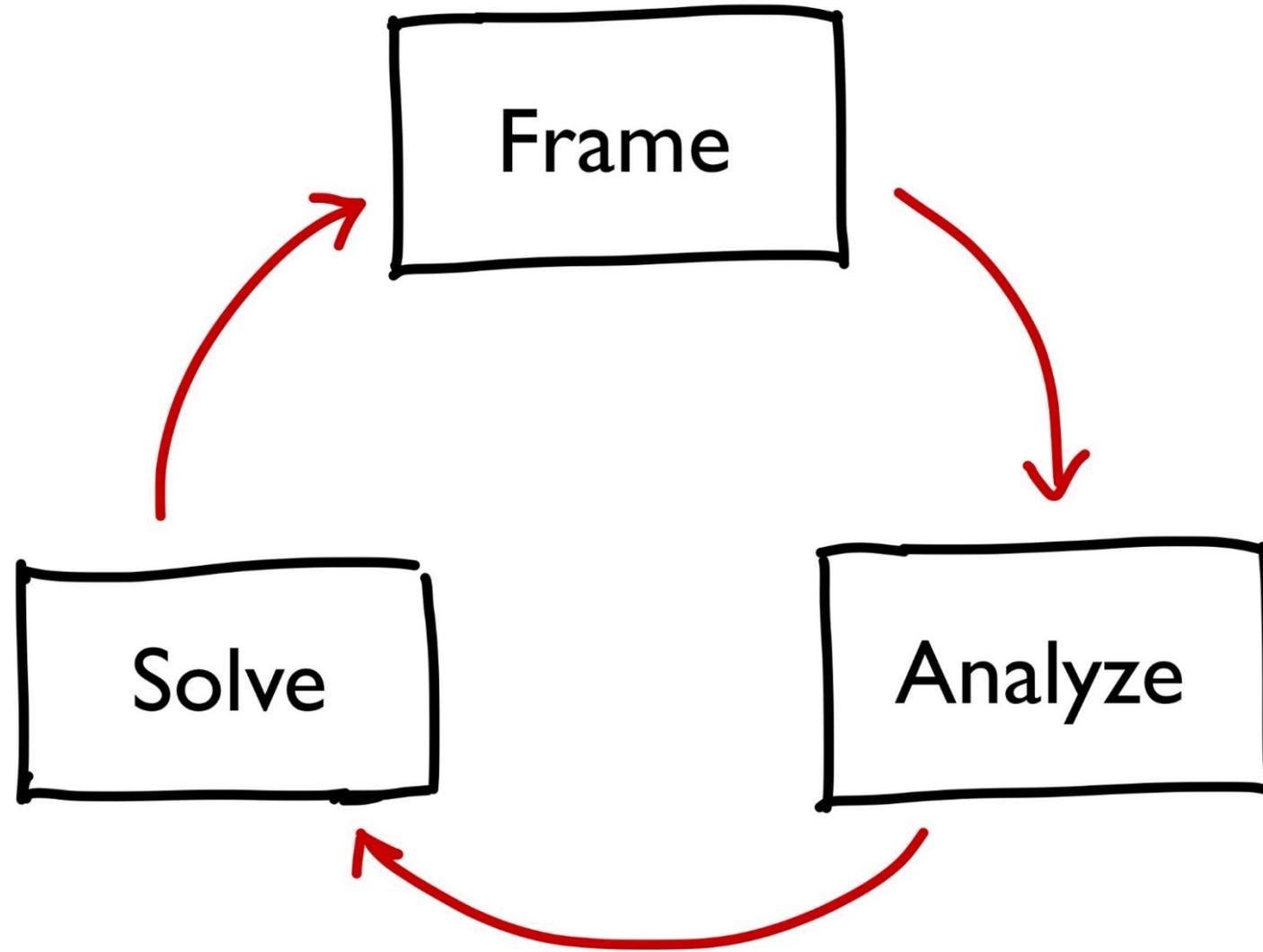
2. Reframe

Is there a different way to see the problem?

3. Move Forward
How do we keep momentum?

— Look outside the frame
Rethink the goal
Examine bright spots
Look in the mirror
Take their perspective





The reframing difference

HR personnel as
'order takers'



HR personnel as
trusted advisors

Employees sell the
firm's services

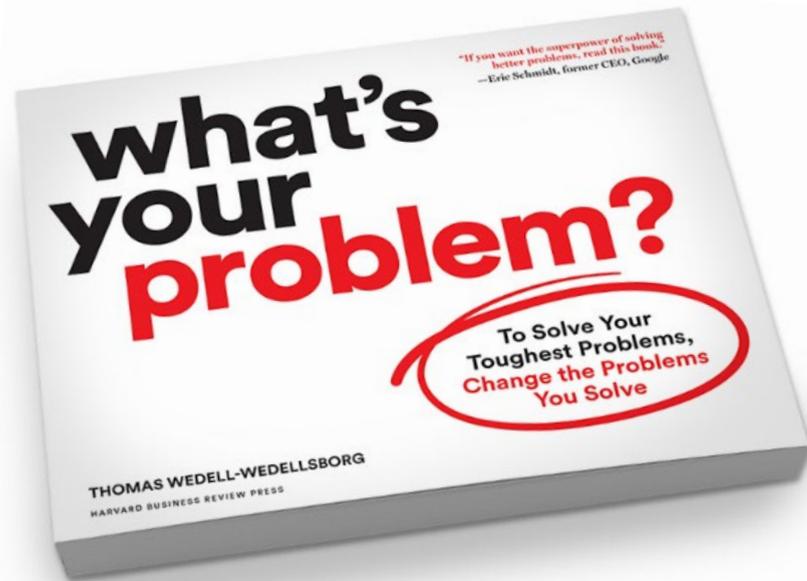


Employees see & solve
client problems

A society based on
epic conflict



A society based on
empathy & nuance



The book

- ⇒ Step-by-step guide
- ⇒ 40+ real-world examples
- ⇒ Special section: How to handle resistance (ch 11)



Howtoreframe.com

Free resources
Info on workshop

Connect & follow



thomaswedell

PROBLEM REFRAMING

"The most serious mistakes are not being made as a result of wrong answers.

The true dangerous thing is **asking the wrong question.**"

- Peter F. Drucker

VIDEOS – CLICK TO WATCH



Reframing in 5 minutes

Watch the [first 5 minutes of Thomas's Thinkers50 video](#) for a quick introduction to reframing and his virtual speaking style.

BCG HENDERSON INSTITUTE

BOOK INTERVIEW

"Most real-world problems come to us as a mess and we have to sort out what is the best problem to solve among all of those pieces."

THOMAS WEDELL-WEDELLSBORG
Author, executive advisor and keynote speaker

Listen on Apple Podcasts

Prefer to listen?

Listen to a [podcast with Thomas](#) as he's interviewed by Martin Reeves of the Boston Consulting Group.

OTHER TALKS AND SESSIONS

Thomas also engages with clients in other ways:

- Day-long seminars for smaller groups of executives
- Week-long innovation 'hackathons'
- Train-the-trainer licensing for his content
- And more; inquire for specific requests

