

Converging on the Right Problem

Analysis Tree Brainstorming Process

Directions

1. List the objectives of the research request and then hypothesize the central question that you need to answer.
2. Break down the central question into the topic areas of interest, and develop sub-questions around everything the business would want to know to answer the central questions.
3. Further divide sub-questions into more sub-questions. Make sure all sub-questions at the same level are mutually exclusive and collectively exhaustive (MECE).
4. Decide to which sub-questions the organization already knows the answers (review existing research). Of the remaining questions, decide which sub-questions are most important to answering the central question.
5. Decide which questions are best answered by research and which questions are better answered by other activities.

Objectives of Research:

- 1)
- 2)
- 3)
- 4)

Central Business Question:



NOTE: This is an iterative process where the definition of sub-questions can modify the key topics and ultimately the central business question.