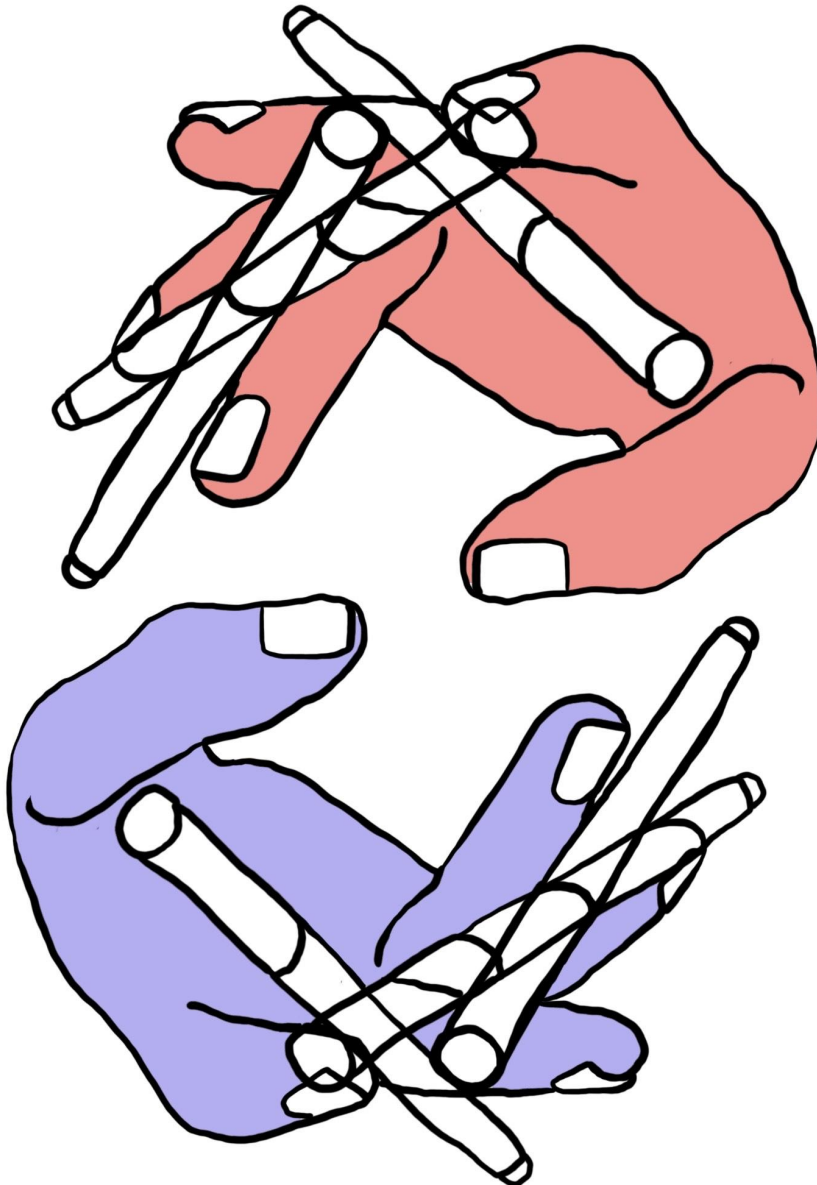# Flip

Are all problems worth solving?

In the following pages you'll follow a method designed to provide you insight into your problem, specifically if it is worth the cost of solving. These costs are not just time or budget related, it could be that solving your problem goes against ingrained behavioral drivers of your organization which are critical to current success.

When you see the amount of investment it will take to change the Behaviors and Skills of the people creating the products, the problem may no longer be worth solving. If I can prove to you that not all problems are worth the time to solve, then we aren't required to solve them all, which means we need a method to determine cost and value for evaluating problems. To that end I've created an architecture of practices, models and theories that can be applied to help you design a solution to your own problems:

A method called "flip."

Time is our most precious commodity. This isn't a new idea, as we have processes like Scrum and Kanban to help us systematically work through a time-boxed project to avoid the Parkinson Principle (work fills time allotted). What's missing is identifying if you are moving towards solving the right problem. Solving the wrong problem the right way is much worse than solving the right problem the wrong way. Neither is ideal, as solving a problem the wrong way could have a negative behavioral impact but the team still added value by implementing a solution. A product solution designed for the wrong problem means budget and time spent on implementation with little market impact. A more perilous scenario is that an environment has been created where the teams believe they are working towards the right product goals because they're hitting project goals.

A project should always be time bound but the same is not true for products. In order to implement successful product life cycles you have to flip your perspective from a time bound project perspective to an infinite product one. In order to do this you have to have checkpoints in the product life cycle that force evaluation of the stated problem to determine if it's still worth the cost of solving. These checkpoints are learning outcomes that are used to measure what Behaviors and Skills you need in order to solve a problem. The project key performance indicators (KPI's) can all be in the "green" but the stated problem could have already been solved, no longer be relevant, or was the wrong initial problem. In this case you could be sacrificing beneficial Behaviors to the current way of working in pursuit of a problem with no value. Looking at your problems from an infinite products perspective will allow you to make decisions that may go against the project metrics but move you closer to the problem solution.