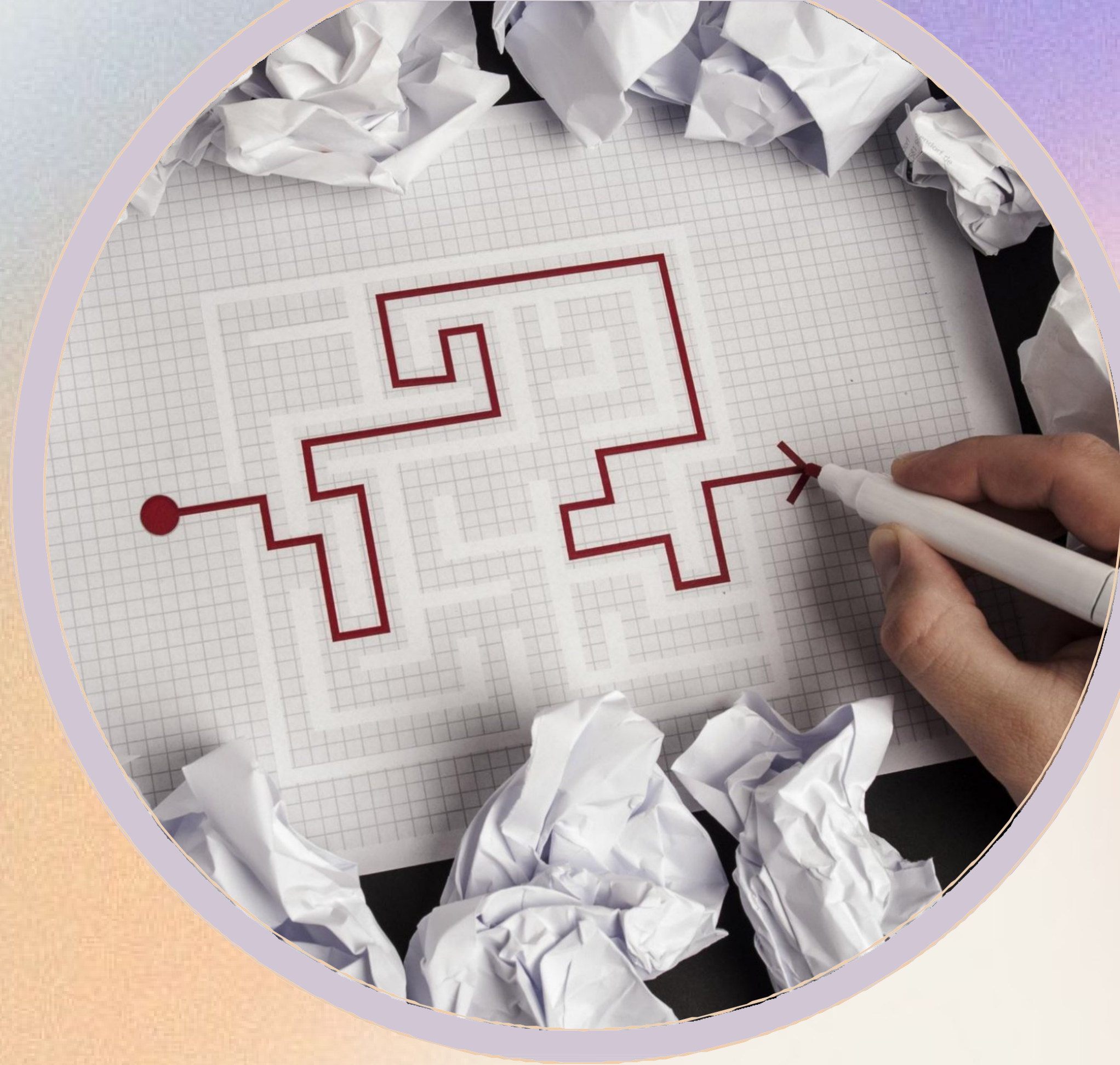


EVENT MANAGEMENT

PROBLEM SOLVING SKILLS



TODAY'S TOPIC

Our agenda this morning

- The Nature of Problem
- Types of Problem
- Common Sense Approach to Problem Solving
- The Problem Solving Process



THE NATURE OF PROBLEM

A problem can be defined as any situation in which a gap is perceived to exist between what it is and what it should be

Based on this definition, a problem-solving process is one whereby a situation that is not as it should be is changed into one that is as it should be.

A problem exists when an individual has a goal and a choice of means by which it might be achieved, but does not know how to proceed immediately.

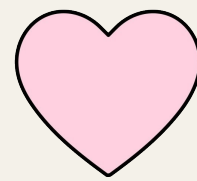


TYPES OF PROBLEM



Well-structured

straightforward,
familiar to the
decision maker,
clear goal,
complete
information.



Ill-structured

new, and
information is
ambiguous or
incomplete.



Programmed

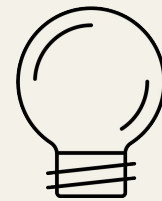
solution involves a
repetitive decision
that can be handled
by a routine approach
(procedure, rule,
policy).

COMMON SENSE APPROACH TO PROBLEM SOLVING

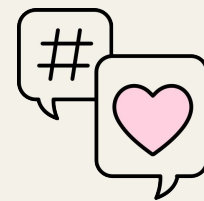
A systematic approach when solving a problem



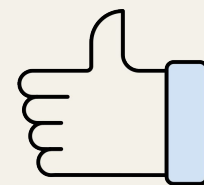
Correctly identify the problem.



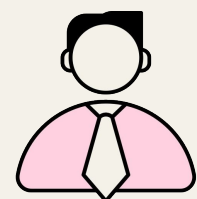
Analyse the problem.



**Find a solution to the problem.
Think of other alternatives**



Allow for contingencies



Correctly identify the problem

Too often mistakes may be made because the problem has been wrongly diagnosed. This is a critical step and needs a great deal of care and attention.

Analyse the problem

One needs to ascertain how often the problem occurs by asking relevant questions. Answers to these questions might provide clues regarding the cause(s) of the problem

Find a solution to the problem

A decision may need to be taken about dealing with the problem

Think of other alternatives

It may be necessary to identify the alternatives and then specify decision criteria. One needs to carefully assess the advantages and disadvantages of each option.

Allow for contingencies

Despite one's best efforts at selecting a good solution, for some reason that has been overlooked it may not solve the problem. It is important to have several back-up solutions.

“IF YOU ARE UNABLE TO
UNDERSTAND THE CAUSE OF A
PROBLEM, IT IS IMPOSSIBLE TO
SOLVE IT.” – KATO

THE PROBLEM SOLVING PROCESS

I D E A L

Identify

Define

Explore

Anticipate

Look Back

Identify problem & opportunity

We should identify potential problems and treat them as opportunities to do something creative which can lead to a strong competitive advantage.

Defining goals

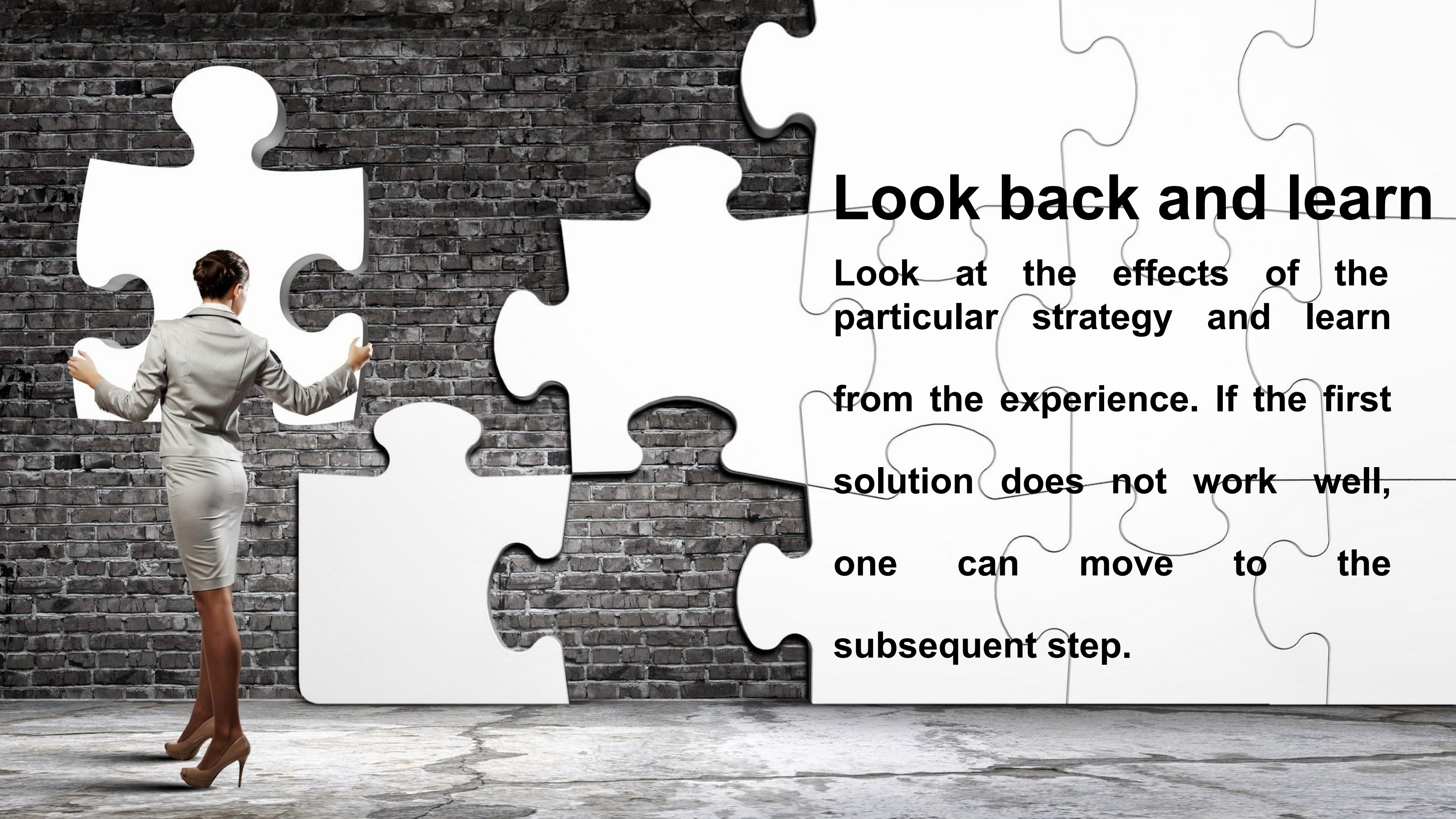
Defining the goal is a crucial step in moving towards a solution to a problem since different goals often reflect how people understand a problem

Exploring possible strategies

This involves re-analysing goals and considering options or strategies that might be employed to achieve those goals.

Anticipating outcome and acting

It is often necessary to actively test strategies before possible outcomes can be anticipated.



Look back and learn

Look at the effects of the particular strategy and learn from the experience. If the first solution does not work well, one can move to the subsequent step.

*"MOST PEOPLE SPEND MORE TIME
AND ENERGY GOING AROUND
PROBLEMS THAN IN TRYING TO SOLVE
THEM."*
Henry Ford

