



## Two Approaches to Solving Problems

It has been said that 98% of personal or an organization's problems can be solved routinely. However, the remaining 2% of the problems – the problems that have the greatest effect on you or your organization – require creative approaches or innovation to surmount. Build cross-functional expertise and make outside-the-box thinking a habit to be able to find innovative solutions to old problems. Simple and effective solutions to many problems are often just nearby – waiting for you to spot them.

### Focus on Solutions, not Problems

Your attitude is extremely important. When you think of problems you attract more problems; when you think of solutions you attract solutions and opportunities. Approach the problem with the expectant attitude that there is an innovative practical solution just waiting to be found. Think positively. Be relaxed, confident and clear in your mind.

### Search for Opportunities

“Victory comes from finding opportunities in problems,” advised Sun Tzu, the author of *The Art of War*. See every problem as an opportunity if you wish to be a winner. Ask yourself what new abilities the problem gives you. Write down how the problem could be some kind of opportunity. If your problem is one others share, it's a huge entrepreneurial opportunity. You can solve the problem for everyone. That is how many entrepreneurs get started.