

The Framing Questions - Project Emergence

The Questions - The Process

- 1. Who?
- 2. What?
- 3. Where?
- 4. When?
- 5. How?
- 6. Why?

Framing

- 1. Scope?
- 2. Scale?
- 3. Context?
- 4. History?
- 5. Experience?
- 6. Bandwidth?

Journey - Progression



How should... Who manage... Whom to do... What?

Pillars that support Category Creation

- Product
- Revenue Architecture
- Systems
- Team