

# ICEBREAKER

**1. Pick a Scenario**

**2. Why Solve It?**

**3. What's Your Superpower?**

**4. Link To Reality**



## Scenario 1:

# The High Performer Who's Burning Out



One of your most talented employees - someone everyone depends on just told their manager they're overwhelmed and considering stepping back or leaving. They haven't taken PTO in over a year and say he/she feels like "*the only one holding things together.*"

## Scenario 2:

# The Supplier Who Suddenly Can't Deliver



Your trusted supplier calls unexpectedly to say they can't fulfill a major order due next week due to a staffing shortage. This impacts your production schedule and a client deadline, and no backup supplier is confirmed.

## Scenario 3: The Disappointed Longtime Customer

You receive a voicemail from a loyal customer who feels neglected. They mention that your company used to be “attentive and proactive,” but now they feel “*like just another name on a spreadsheet.*” Their tone is respectful, but clearly disappointed.



# ICEBREAKER

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**3. What's Your Superpower?**

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# The Untapped Power of Design Thinking



## *Solving Problems From Your Customers Perspective*

**Tuesday, September 8th**

*Pete van Overwalle*  
Founder, CEO





## MEET PETE

Hi, I'm Pete van Overwalle, the Founder of Omni Touchpoint. I'm a husband and father of three, an entrepreneur, a business executive, a servant leader, a coach, an adventurer, and a philosopher. I am guilty (but not sorry) of using clever puns to keep the mood light and put people at ease.

Pathfinder is my superpower, delivering on Purpose, Potential, and Performance in a way that values both the journey and the destination. My Strengths are Creativity, Hope, Humor, Love of Learning, and Spirituality.

At the end of this journey lies a clear and convincing *WHY*, which serves as your compass and leads to greater fulfillment. On purpose, of course!

If this sounds like something you're interested in, reach out using the contact form below to set up a time to talk.

### CERTIFICATIONS:



Let's Connect!



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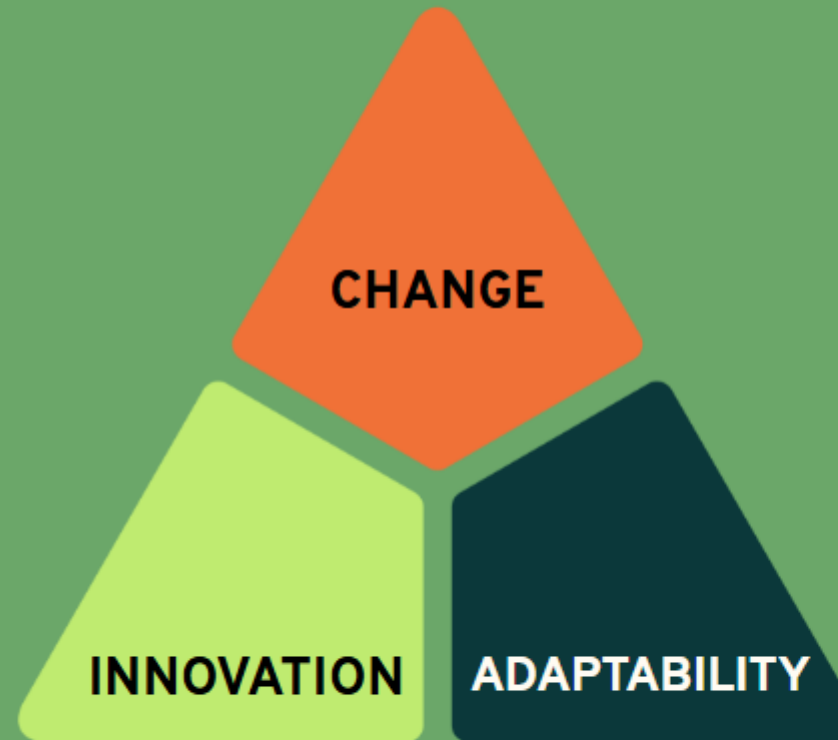
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# FRAMEWORK FOR SUSTAINABLE GROWTH

A Proud Partner



- **PEOPLE**
- **PROCESS**
- **RESOURCES**



*How might I equip business leaders with tools to reframe problems through a human-centered lens to benefit project success & team confidence?*



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# Our Agenda



1. Purpose & Desired Outcomes
2. Problems & Solution & You
3. The Power of "How Might We"
4. Application
5. Wrap Up & Next Steps



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**What We  
Want...**

**Solution**

**[Insert YOU Here]**

**Problem**



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**But What  
We Get!**

**[Insert YOU Here]**

**Solution**

**Problem**



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Which Came First?



# Which is More Important?

**PROBLEM**



**SOLUTION**

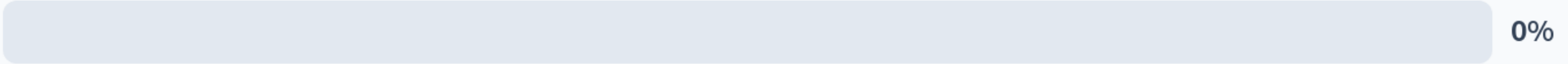


**Let's Hear From You**

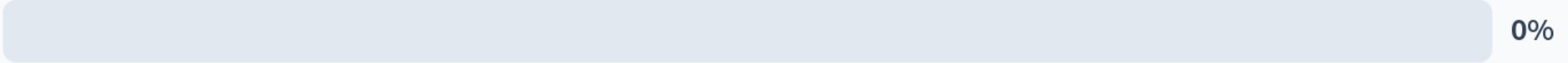


## What usually happens at your organization when someone says: 'We have a problem'?"

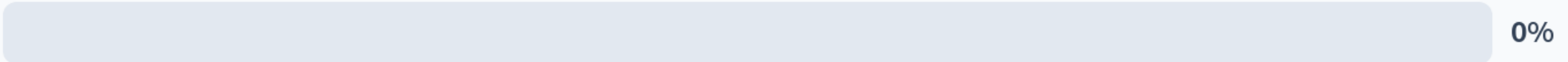
A) We quickly jump to a solution



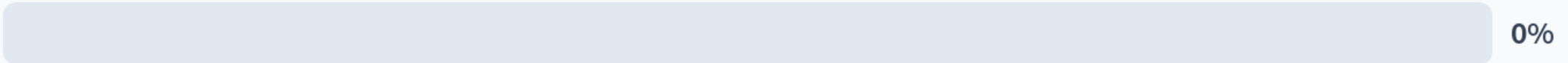
B) We have healthy debate about what the problem actually is



C) People ignore it until it becomes a fire

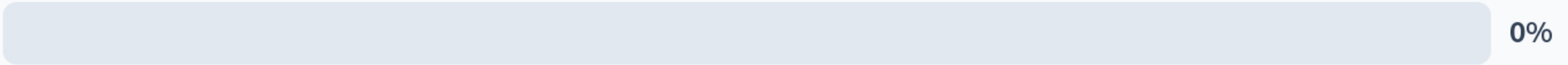


D) Other (insert chaos here...)

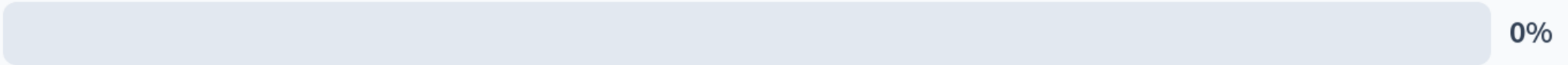


# Have you ever tried to solve a problem... and realized halfway through that you weren't solving the right one?

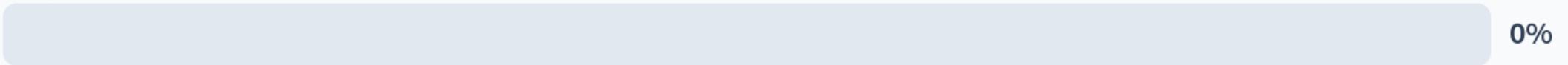
No, never



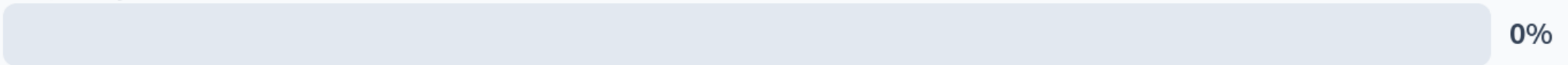
Yes, only once



Yes, a few time

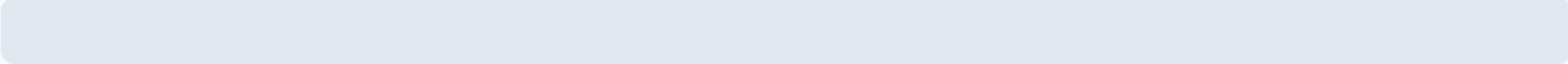


Yes, always



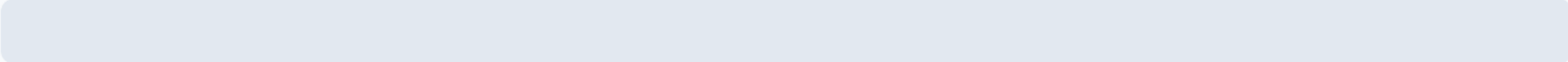
# Did you or your team implement a solution only to find out later that it didn't solve the real problem?

No, never



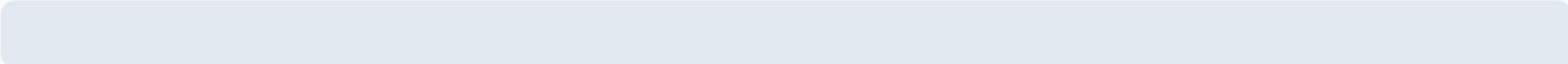
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Yes, but only once



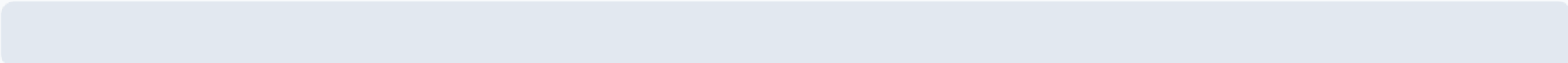
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Yes, multiple times



0%

Yes, every time



0%

## When you hear the words 'Human-Centered Design,' what comes to mind?

A) Empathy and users

0%

B) Stickies and workshops

0%

C) Design people, not for me

0%

D) I'm curious but not sure what it means

0%

## What would be different in your organization if more people knew how to frame the right problems before jumping to solutions?

A. We'd waste less time building things no one actually uses.

0%

B. Cross-functional teams would align faster—and fight less.

0%

C. We'd stop confusing activity with progress.

0%

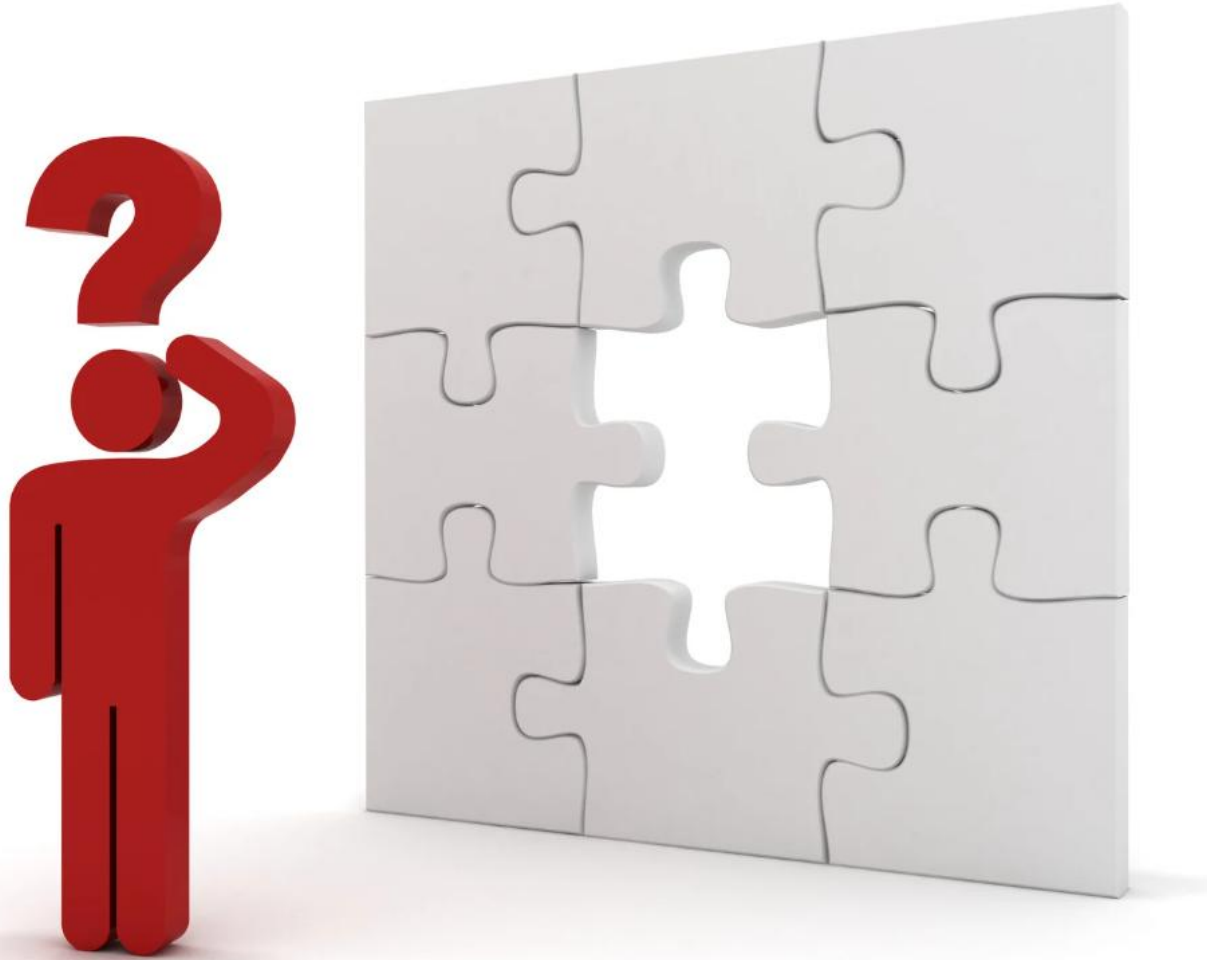
D. We'd surface insights we normally miss—especially from users and frontline employees

0%

E. We'd deliver solutions that actually move the needle on what matters most.

0%

Start here....



Is there a  
*problem* with  
my problem?



Summarize a current problem



[Video](#)



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# The Capability of Problem Solving

## Development Indicator

### Based on Scores

This section of your report shows your development level of 25 personal skills based on your responses to the questionnaire.



**Problem Solving:** Defining, analyzing and diagnosing key components of a problem to formulate a solution.

1. Anticipates, identifies and resolves problems or obstacles.
2. Utilizes logical processes to analyze and solve problems.
3. Defines the causes, effects, impact and scope of problems.
4. Identifies the multiple components of problems and their relationships.
5. Prioritizes steps to a solution.
6. Defines and develops criteria for optimum solutions.
7. Evaluates the potential impact of possible solutions.
8. Looks for specific goals, clearly defined solution paths, and/or clear expected solutions.
9. Allows for initial planning including some abstract thinking to come up with creative solutions.
10. Understands and defines the problem before jumping to a solution.

*Who on your team is your most skilled problem solver?*

*How good of a problem solver are you personally?*

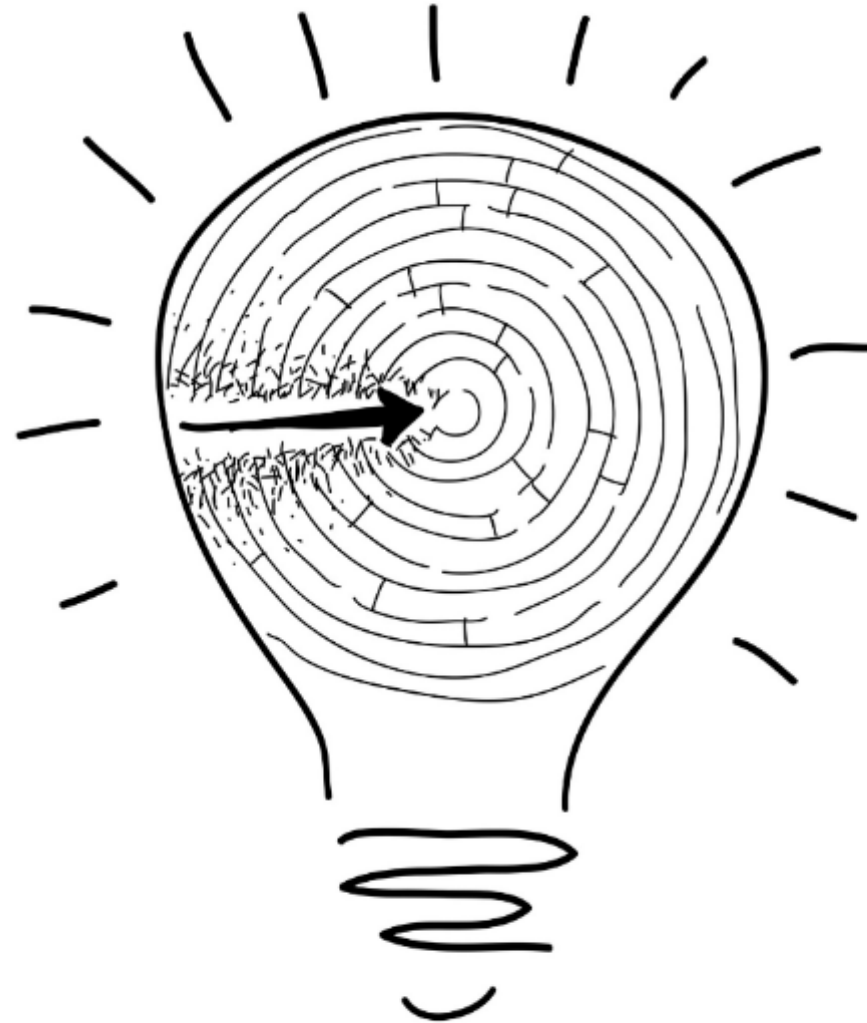
*Your strengths?*

*Your areas for improvement?*



Self-assess your current skills/opportunities

# A Problem Well Defined is Half Solved



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# #1 Clarity of Scope and Focus

A well-defined problem is **specific, concise, and understandable**. It avoids jargon, ambiguity, and over-complication. Anyone reading it should immediately grasp *what* the issue is and *why* it matters.



## **Unclear:**

Our onboarding process is broken and outdated.



## **Clear:**

“Managers and new hires feel unclear about onboarding goals, leading to inconsistent experiences and delayed productivity.”

## #2 Shared Relevance and Stakeholder Alignment

The problem resonates across the team or organization. **Stakeholders agree it's important**, and there's a shared understanding of *why* it's being addressed. It links directly to business goals or user needs.



### *Misaligned:*

Each stakeholder interprets the problem differently, leading to confusion or resistance.



### *Aligned:*

Multiple departments can rally around the problem without friction

# #3 Openness to Multiple Solutions

A well-defined problem is framed as an **opportunity space**—not a disguised solution. It invites creativity, iteration, and experimentation without assuming the answer up front.



***Solution-based:***  
“We need to build a chatbot.”



***Opportunity-based:***  
“***How might we*** make it easier for customers to get help at the moment they need it?”



**RESULTS**

**=**

**QUALITY**

**X**

**ACCEPTANCE**

***HMW?***



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**HOW MIGHT WE...**

**[HELP]**

**[USER]**

**TO**

**[BENEFIT]**

**“HMW...” isn’t just a question.**

**It’s a mindset shift - from reactive to proactive, from rigid to adaptive, from knowing to learning.**

**A messy,  
unclear  
situation**

**An  
actionable  
workstream**

# How Might We?

**Reframes Problems as Opportunities**

**Unlocks Creativity**

**Builds Confidence**

What are the right questions to these answers?



# HOW MIGHT WE...**HELP** ,**SIMPLIFY**, **INSPIRE**...

**This one word deepens the focus on the people we serve, not just the problems we solve.**



**Centers support over solution | Signals empathy & partnership | Reveals purpose & direction**

## If You Want To...

## Try This Verb



**Spark creativity**

**Reimagine, Inspire**



**Show empathy/support**

**Help, Support**



**Remove pain points**

**Reduce, Eliminate**



**Build capability**

**Enable, Empower**



**Drive behavior change**

**Encourage**



**Focus on structural design**

**Design, Simplify**

# Scenario Application #1



How might we **support** a highly relied-upon employee feel supported, valued, and able to sustain their performance, while ensuring the team and organization share responsibility so they don't feel like the only one holding things together?

# HOW MIGHT WE HELP [USER]

*The person we're solving for, with, and because of.  
(Not the process, or the business, etc.)*

## Why It Matters

**It centers the real human affected by the challenge**

**It makes empathy non-negotiable**

**It creates solution relevance and accountability**

**Project Stakeholders  
End Users  
Frontline Staff  
Team Leads  
First Time Managers  
New Hires  
Suppliers  
Customers**

## Scenario Application #3

How might we collaborate with **loyal customers** in ways that make them feel valued, heard, and personally cared for so they never doubt their loyalty?



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# HOW MIGHT WE HELP [USER] TO [BENEFIT]

It's the **WHY** behind the effort.

Keeps teams from solving problems in isolation or for activity's sake.

Ensures that what's created has a clear, meaningful, and measurable **impact**.

1. It ties the work to purpose and outcomes.
2. It clarifies the value of solving the problem.
3. It prevents solutions that “check the box” but don't deliver results.



## Scenario Application #2



How might we protect our customers from shipping delays by improving supply chain resilience with suppliers to create viable options to **make it easier to trust and do business with us?**



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Which of these is the strongest “How Might We” statement?

(Hint: Look for clarity, openness, user focus, and benefit)



1. “How might we create a dashboard with more features?”
2. “How might we make the project better?”
3. “How might we force employees to adopt the new tool?”
4. “How might we help managers feel confident using the new tool to benefit smoother workflows & fewer support requests?”
5. “How might we train everyone faster?”

# Answers

1. ❌ **“How might we create a dashboard with more features?”** 🚫 Too solution-focused — jumps to a specific output rather than framing the underlying problem
2. ❌ **“How might we make the project better?”** 🚫 Too vague and general — lacks clarity, specificity, and a user or outcome.
3. ❌ **“How might we force employees to adopt the new tool?”** 🚫 Negative tone and lacks empathy, not human-centered, and the verb “force” contradicts the spirit of collaboration.
4. ✅ **“How might we help team members feel confident using the new tool to benefit smoother workflows and fewer support requests?”** ✅ This is the strongest — it’s human-centered, clear, empathetic, includes a verb, user, and benefit.
5. ❌ **“How might we train everyone faster?”** 🚫 Assumes training is the answer — skips discovery and user insight, solution-first.

# Key Take-Aways

- 1. The quality of your solution depends on the clarity of your problem.**
- 2. “How Might We” questions are a project manager’s secret weapon.**
- 3. Human-centered design isn’t just for designers—it’s for leaders who solve with people in mind.**



# Application Tool - Bonus Offer

<p>List the people involved or affected directly &amp; indirectly.</p> <p>Eg: Salesperson, Manager</p>	<p>What are some benefits to those or behavior changes that would improve things?</p> <p>Eg: More sales for you for commission More sales for marketing &amp; sales budget</p>
<p>Come up with several "How Might We" (open) address (beneficial) questions</p> <p>Eg: How might we help managers more easily get into needs coaching or coaching in the sales cycle?</p>	
<p>Walk away with a few ideas for ideas, test to make sure you and have some direction around the pain points. You can then try and <a href="#">generate a plan</a>. If this doesn't work a big improvement, it would be better to ask the question a quarter point to over time, but uses most of future change. We could also see if there are other ways to do it.</p>	

