**Problem-Solution**

Define the problem (definition & scope):

Proposed solution (criteria by which your solution should be judged):

How can the solution be put into effect?

**Problem-Cause-Solution**

Define the problem (definition & scope):

What is the root cause of the problem?:

Proposed solution (criteria by which your solution should be judged):

How can solution be put into effect?

**Comparative Advantage**

(Briefly identify the problem):

Solution 1:

Solution 2:

Why is your proposed solution better than the other?

**Monroe’s Motivated Sequence**

Attention:

Need:

Satisfaction:

Visualization:

Action: