

Lead with Momentum

Do-it-Yourself:

A Leadership Toolkit for Solving Strategic Challenges

Provided by **sidekickx**





What's one challenge that you've been circling on repeat?

**Great leadership isn't about having all the answers,
it's about creating clarity when things feel uncertain.**



Lead with Momentum

Move from Complexity to Clarity

When the way forward feels messy, this toolkit is your jumpstart.

At Sidekick, we believe problem solving isn't about endless theory, it's about creating clarity and building momentum.

Our approach is hands-on, human, and built to move you from complexity to clarity, and from ideas into action.

Inside, you'll find the Strategy Process Map as a step-by-step framework to unlock progress, and move with confidence. For each step in the framework, you'll find helpful tools to spark your thinking and get you started!

Toolkit Contents

Main Framework:

[Strategy Process Map](#)

A key framework to move from challenge to clarity

Helpful Tools:

01 [The 5 Whys](#)

A powerful method to identify the 'real' problem

02 [How Might We... Statements](#)

To set yourself up to focus on collaborative solutions

03 [Top 5 Brainstorm Methods](#)

Helpful techniques to identify possibilities

04 [The Uncertainty Matrix](#)

A helpful categorization to get to your critical uncertainties

05 [Categorization of Barriers](#)

From uncertainties to tangible barriers (...you can overcome)

06 [Lean Startup Cycle](#)

For testing your proposed solutions

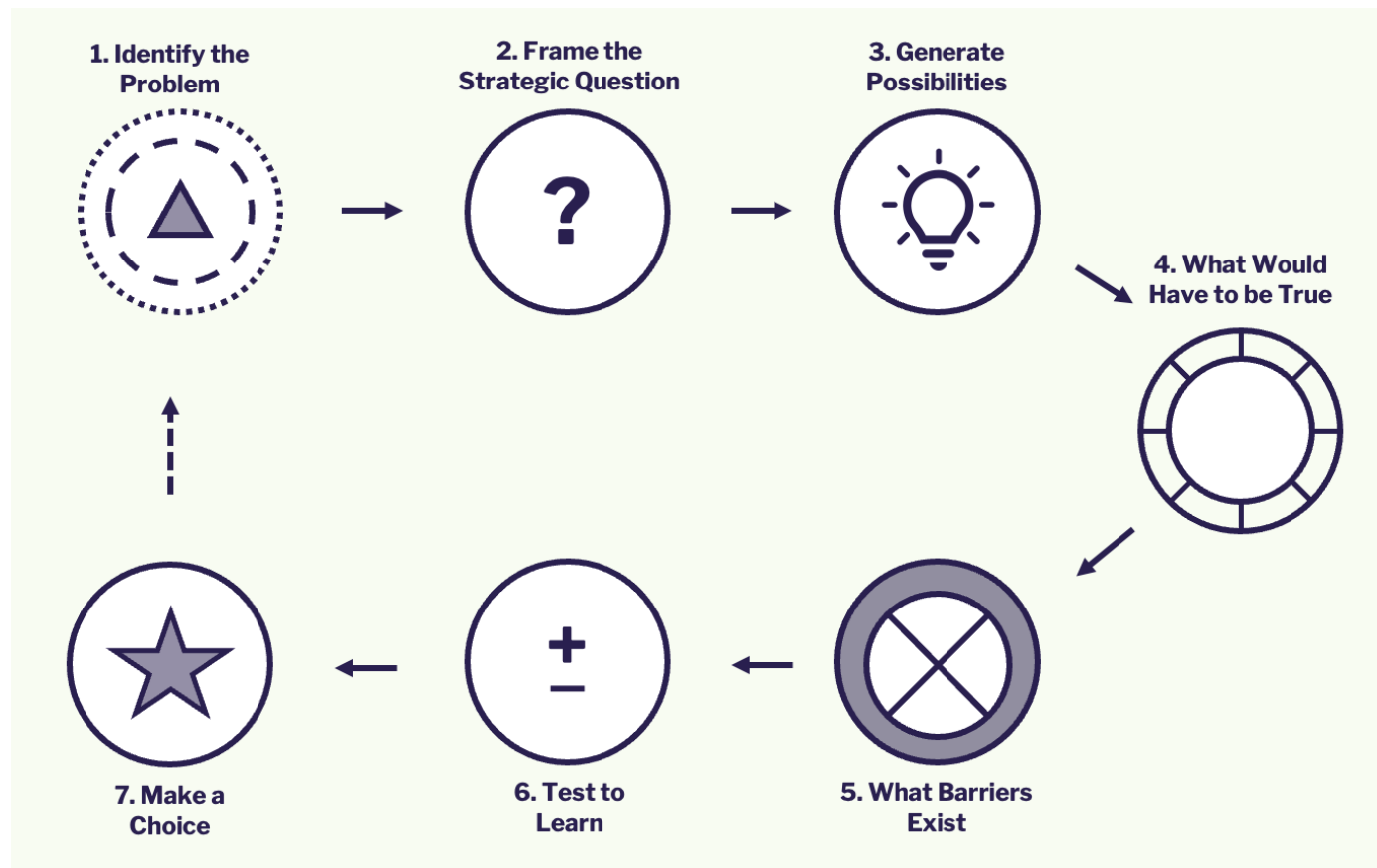
Creating Clarity: The Strategy Process Map

What is it?

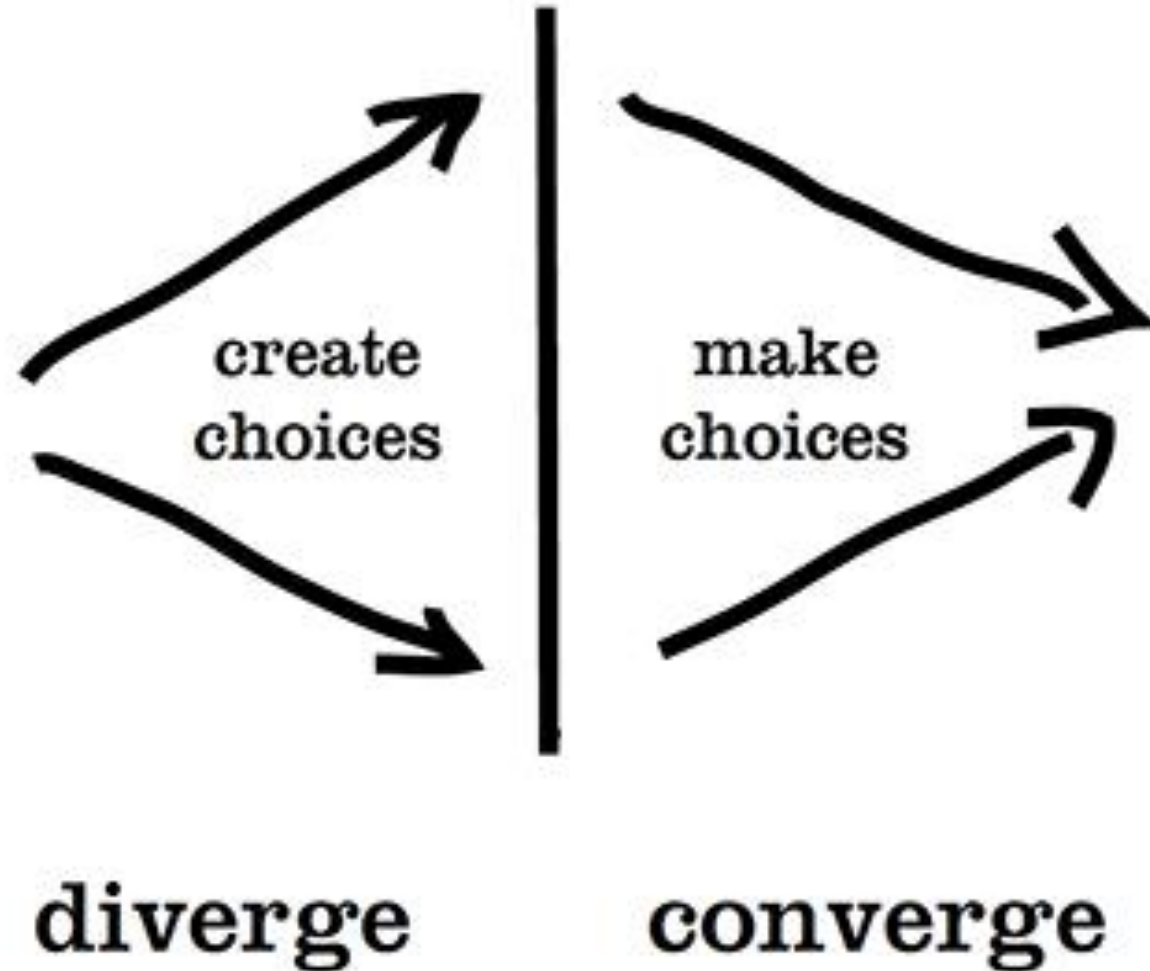
A human-centered framework, originally developed by IDEO, that helps leaders cut through ambiguity, challenge assumptions, and surface clear, actionable choices quickly.

Why is it valuable?

Because as leaders we don't need more theory, we need momentum. This map works on challenges big or small, giving you a clear next step every time. It sharpens clarity, unlocks insight, and sparks action.



As you work your way through the strategy process map, you'll have to switch from **divergent thinking to convergent thinking** and back. Divergence sparks creativity and fresh options; convergence brings focus and clarity. Shifting between the two helps you avoid tunnel vision while still making confident choices.

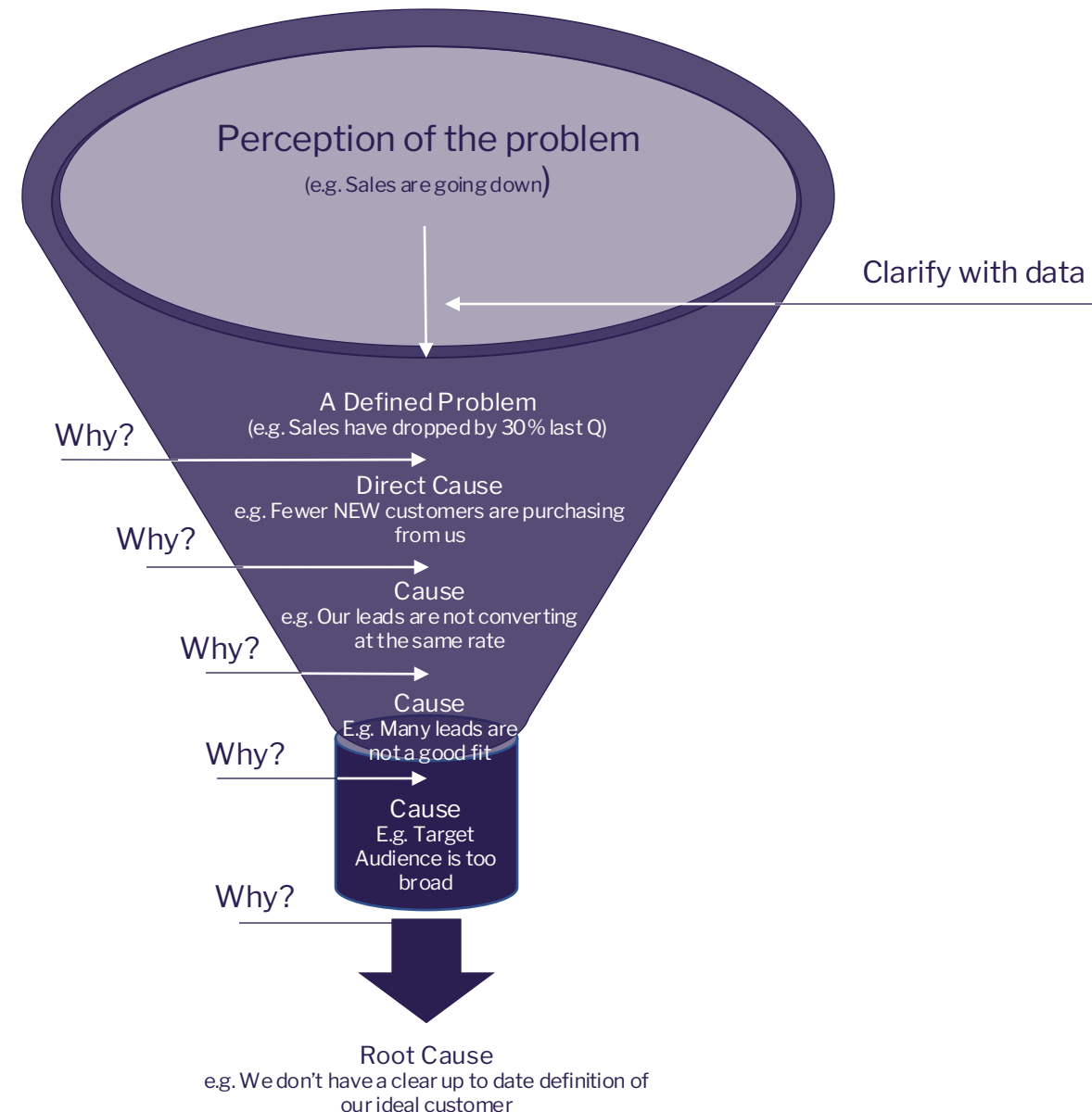


1. Identify the Problem

The **5 Whys** is a simple but powerful tool for digging beneath the surface of a challenge. Instead of stopping at the first answer, you keep asking “Why?” until you uncover the root cause.

How do you know you're there?

1. An extra ‘why’ doesn’t produce a meaningful or different answer.
2. The answer points to a process, system, or behavior.
3. It’s actionable. Something you can address or change.
4. If you solved this cause, would the problem go away and not return?



2. Frame the Strategic Question

Creating a ‘How Might We...’ Formula

“The ‘how’ part assumes there are solutions out there — it provides creative confidence. ‘Might’ says we can put ideas out there that might work or might not — either way, it’s OK. And, the ‘we’ part says we’re going to do it together and build on each other’s ideas.”

– Tim Brown, IDEO Chairman and former CEO

**“How
Might
We...**



**Intended
Action**
(as action verb)



Potential User
(as the subject)



**So
That**



**Desired
Outcome”**



Example: “How might we... refine our ideal customer profile for the marketing and sales team so that we attract more right-fit customers”



3. Generate Possibilities

Our Favorite Brainstorm Techniques

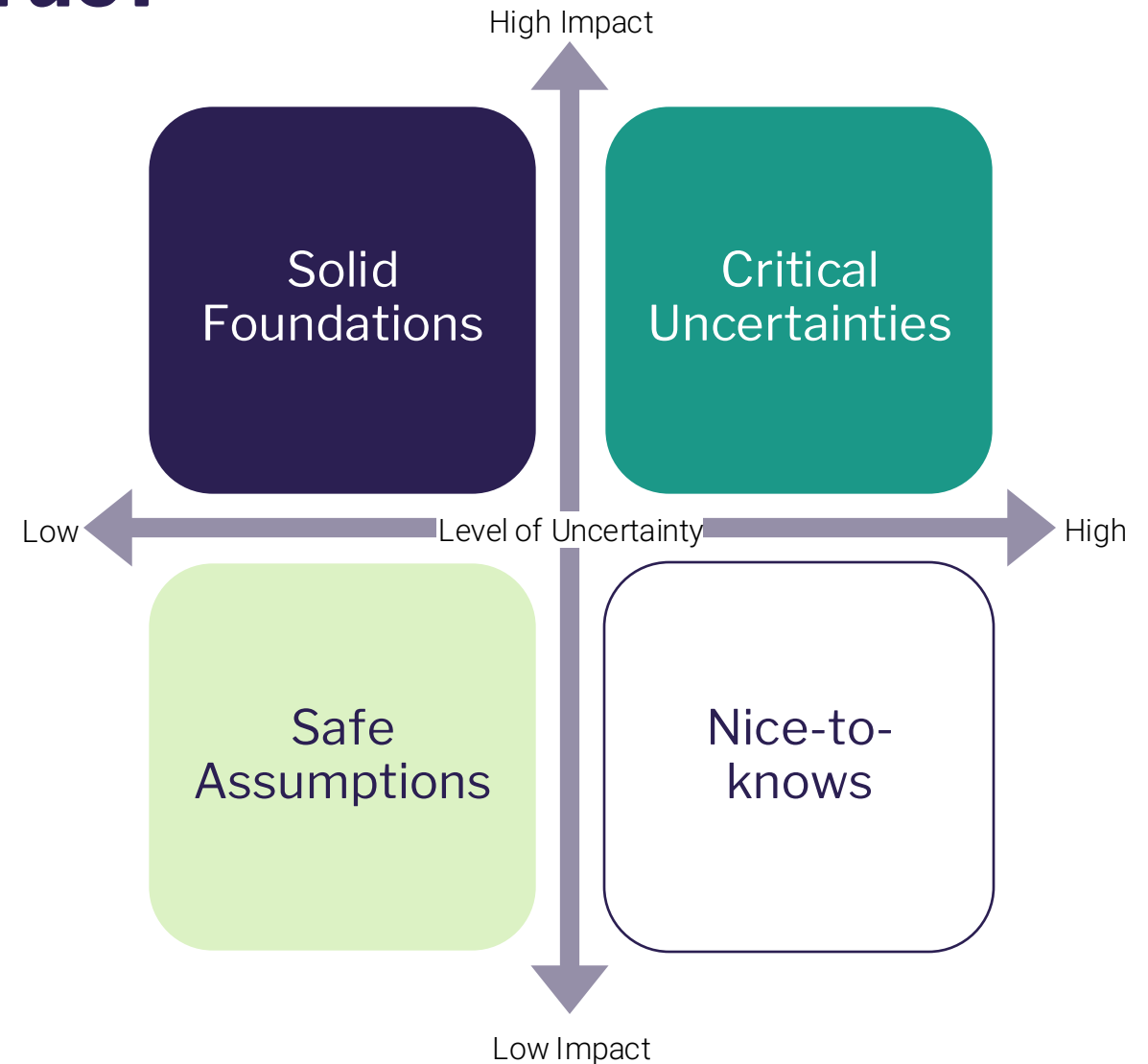
- **Mind Mapping:** Visual diagram branching from a central idea to spark connections.
- **Brainwriting:** Silent idea generation on paper; reduces pressure, increases volume.
- **Rapid Ideation :** Fast, judgment-free idea bursts; prioritize quantity over quality.
- **Round Robin :** Everyone contributes in turn, building off each other, ensuring equal participation.
- **Six Thinking Hats:** Explore ideas through different lenses (facts, emotions, risks, etc.).

4. What would have to be true?

Focus on Critical Uncertainties

The Uncertainty Matrix helps you separate what you know from what you don't, so you can spot the riskiest assumptions and focus your energy where clarity matters most.

1. List all assumptions that must be true for your idea to work.
2. Plot each on the matrix:
 - Uncertainty (low → high)
 - Impact (low → high)
3. Focus on assumptions that are **high importance + low certainty** as these are your riskiest bets.





5. Identify Barriers

Turn vague risks or challenges into clear, actionable focus

1. Take the assumptions you placed in *Critical Uncertainties* (high impact + high uncertainty).
2. Reframe them as **barriers**. What's getting in the way of clarity or action?
3. Categorize your barriers to sharpen focus:
 - **Knowledge Gaps**
Missing data or insights
 - **Resource Gaps**
Time, budget, tools, or people
 - **Behavioral/Organizational Gaps** →
Misalignment, habits, or resistance

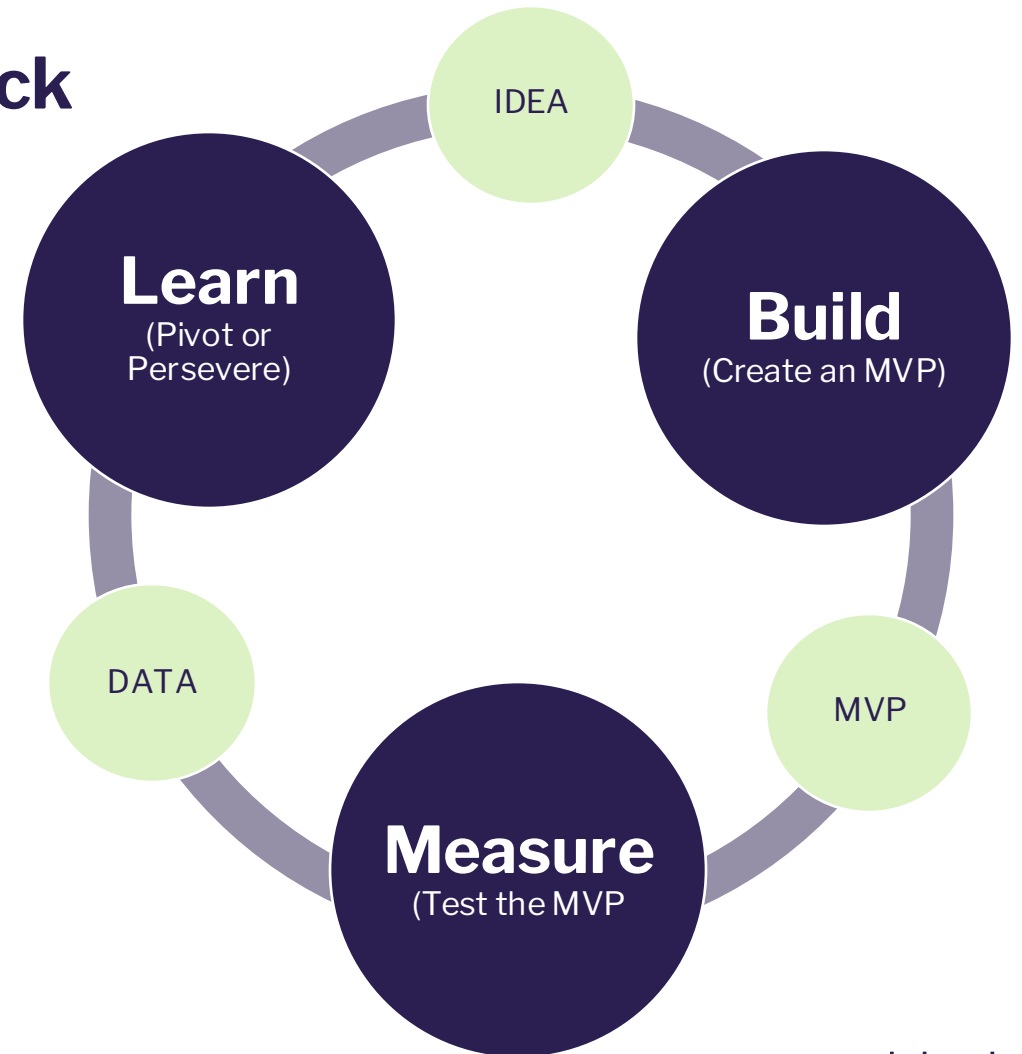
6. Developing a Test

Iterative experimentation and feedback

The '*Lean Start Up Cycle*' reduces risk and speeds up clarity by replacing guesswork with real-world evidence. Instead of debating assumptions, you learn fast and adjust before investing big.

How to Use It

- **Build.** Design a small, low-cost test (MVP) to check your riskiest assumptions.
- **Measure.** Collect feedback and data quickly.
- **Learn.** Decide whether to pivot, persevere, or stop.



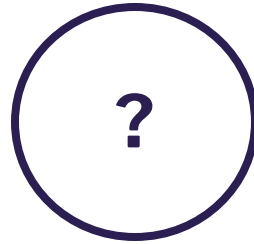
Strategy Process Map: Step by Step Example

	Step-by-Step Guide	Example
Step 1: Identify the Problem	What is the real challenge you're facing? Ask yourself why at least 5 times to get to the root problem.	• <i>Problem: Sales are Going Down</i> • <i>Root Cause: We don't have a clear definition of our ideal customer</i>
Step 2: Frame the Strategic Question	How might we define this problem in a way that opens possibility? Consider a 'How might we...' statement.	• <i>How might we... refine our ideal customer profile for the marketing and sales team so that we attract and close more right-fit customers</i>
Step 3: Generate Possibilities	What are all the ways we could approach this? Think inside, outside and around the box.	• <i>Analyze closed-won vs closed-lost over past 12 months and identify common customer and close traits</i> • <i>Conduct customer interviews with top-fit customer to understand why they chose you , and your value to them</i>
Step 4: What Would Have to be True	What assumptions or conditions would need to exist for these possibilities to work.	• <i>We have reliable data on high-value customers</i> • <i>Target segments are large enough to support growth</i> • <i>Messaging resonates with refined audience</i>
Step 5: Identify Barriers	What's getting in the way or limiting action or clarity? Select conditions from step 4 feel the most uncertain, concerning or risky.	• <i>Knowledge gap: limited customer retention data</i> • <i>Resource gap: no bandwidth to do user interviews</i> • <i>Behavioral gap: Misalignment on on what a 'good lead' is</i>
Step 6: Test to Learn	What can we learn to reduce uncertainty and risk? Design tests, conduct research or trial prototypes to learn to what extent your barriers are true or not.	• <i>Build: Launch hyper-targeted LinkedIn campaign with 1 segment</i> • <i>Measure: Track conversion rates vs. current broad campaigns.</i> • <i>Learn: If right-fit leads show higher engagement and conversion, expand testing to other ICP segments. If not, refine ICP criteria further.</i>
Step 7: Make a Choice	Bring together everything you've learned, what direction are you going to commit to?	sidekick

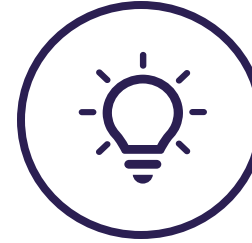
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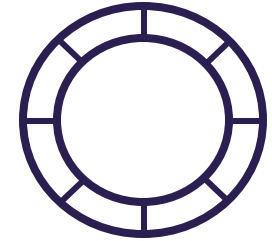
2. Frame the Strategic Question



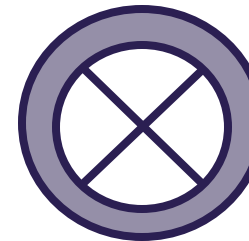
3. Generate Possibilities



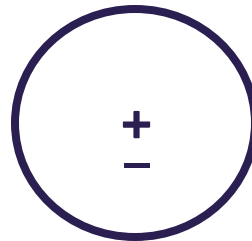
4. What Would Have to be True



5. What Barriers Exist



6. Test to Learn



7. Make a Choice







Want help working through this toolkit?

Get in touch!

info@sidekickconsulting.ca

[Website](#) | [LinkedIn](#)

We're Sidekick.

We equip leaders to realize their impact.

With a trusted Sidekick by their side, we help leaders carry out their biggest and boldest objectives, offering workshops, programs, and fractional roles focusing on Strategy, People and Growth.

Our superpower? Turning complexity into clarity, and ideas into action.

