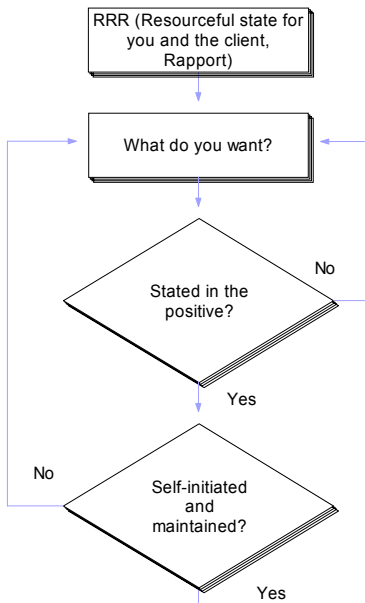


Setting a well-formed outcome



1. Desired state

What will you see, hear, feel, when you have this?
(sensory specific)

2. Evidence

How will you measure progress towards it?
(evidence procedure)

In what contexts do you want this, in what do you not want it?

What's the ecology? What side-effects do you want to minimise or eliminate?

3. Ecology

For what purpose do you want this? What will that give you?

What is the secondary gain of not having the change?
How can you satisfy this?

4. Find secondary gain

What resources do you need? How will failures in the past help you now?