Welcome Clinician Founder

Write a Problem Worth Solving

A practical 20-minute guide to turn one clinical frustration into a specific problem you can test — before you build a solution.

PRACTICAL FOUNDER RESOURCE

THE PROMISE

Leave with one clear, three-sentence problem statement.

It will name the person, the difficult moment, what they do now, and why the problem deserves a real conversation.

STEP 1

Move from complaint to problem

Start with one frustration you have observed. Do not name a product, app, course or service yet. Your job is to describe the reality closely enough that another person could recognise it.

A COMPLAINT SOUNDS LIKE

“Discharge communication is poor.”

True, perhaps — but too broad to test.

A USEFUL PROBLEM STARTS TO SOUND LIKE

“Parents leaving the paediatric assessment unit after an overnight attendance are unsure which symptoms should bring them back, so they call the ward or return for reassurance.”

WRITE THE FRUSTRATION WITHOUT SOLVING IT

Use: [specific person] struggles to [do what] when [specific situation].

WHO IS EXPERIENCING IT?

WHAT ARE THEY TRYING TO DO, AND WHEN?

WHAT GOES WRONG?

STEP 2

Map the reality around it

A problem becomes more credible when you can describe the stakeholder, current workaround and consequence. Write what you know; mark assumptions rather than filling gaps with confidence.

1. STAKEHOLDER

Who feels the difficulty most directly? Who else is affected or decides whether anything changes?

Primary: Others: _____

2. CURRENT WORKAROUND

What do they do now — ask a colleague, use a spreadsheet, tolerate delay, repeat work, pay for help or do nothing?

They currently... _____

3. CONSEQUENCE

What does the problem cost in time, energy, money, confidence, outcomes or reputation? Be proportionate.

The practical consequence is... _____

4. FREQUENCY + URGENCY

How often does it happen? What creates pressure to change now rather than later?

It happens... / It matters now because... _____

ASSUMPTION CHECK

- [ ] I have labelled anything I have not heard or observed as an assumption.

STEP 3

Check whether it earns a test

This is not a business-case score. It is a discipline against building around a vague annoyance. Tick only what current evidence supports.

SPECIFIC	☐ I can name one recognisable person and situation.
FELT	☐ The person notices the problem; it is not only my interpretation.
CONSEQUENTIAL	☐ There is a meaningful cost in time, energy, money, confidence, outcomes or reputation.
ACTIVE	☐ There is a current workaround, repeated behaviour or visible attempt to cope.
REACHABLE	☐ I can speak to at least five relevant people without needing permission from an entire institution.
TESTABLE	☐ I can investigate the problem before building a full solution.

DECISION RULE

4–6 ticks: write the statement and test it in conversations. 2–3: narrow the person or moment. 0–1: return to observation; do not build yet.

Write the three-sentence problem

Use concrete language. Keep the solution out. This statement is a starting point for five useful conversations, not a claim that you have already validated the market.

SENTENCE 1 — PERSON + MOMENT

[Specific person] struggles to [job/action] when [specific situation].

SENTENCE 2 — WORKAROUND + CONSEQUENCE

They currently [workaround], which leads to [proportionate practical consequence].

SENTENCE 3 — EVIDENCE GAP + NEXT TEST

I need to learn whether [key assumption] by speaking with [five relevant people] before [date].

COMPLETION CRITERION

- [ ] My statement names one person, one moment, the current workaround, a real consequence and the next five conversations.

TAKE IT INTO REALITY Use the statement to guide five real problem conversations before you design the solution.

YOUR NEXT STEP

Take the next move into reality

A useful worksheet should lead to a real conversation, test or decision — not another open tab. Use what you completed with one suitable person this week.

Need help implementing this? Join the Clinician Founder Actionship at just £297/yr.

Core Membership provides the community, pathway and practical resources.
Actionship includes Core and adds direct live implementation support from Shub.

CLINICIANFOUNDER.COM/ACTIONSHIP

The next responsible move is the smallest one that creates clearer evidence in the real world.