**How to Prevent “Picky” Problem Solving:**

**Prevalence Induced Concept Change (PICC)**

***Quick Definition*:** As an issue happens less often, our brains redefine it, adding ancillary ones. This means that as the *actual* problem gets *smaller*, people *believe* it has grown *larger*.

**Three-Step Process at Work**

1. ***Define and write down the issue at the start of your decision to address it. Also spell out how things will look when you’re done.***

This helps everyone get a clear picture of what you’re going to address and the improvements they’ll see. The bonus is it shows people why you’re all working together on this.

1. ***Keep checking your progress against what you’ve agreed to in Step #1.***

You’ll stay focused on your original intent, no matter what else comes up. You’ll also have a clear idea when you have reached the results you sought—and can turn your attention and resources to something else.

1. ***When related issues arise, define them as a separate problem, and go through Steps #1 and #2.***

Resist the urge to create “scope creep” by adding this to the original issue.

**Reap Three Benefits**

1. This will prevent you and your team from feeling crappy because you can't see how things have improved.
2. Everyone will avoid the time and money suck of continuing to work on a problem that's already been solved.
3. Celebrate a clear accomplishment!