

STRATEGY & INNOVATION

THE SIMPLEX PROCESS

Min Basadur's 8-step cycle for solving problems that stay solved

BOAZ
STRATEGIC



WHY THE CYCLE WORKS

- Slowing down early prevents solving the wrong problem
- Facts protect against solving from assumption
- Wide idea generation beats first-idea bias
- Buy-in is what makes implementation stick
- Nothing is wasted — every step feeds the next

WHERE TEAMS SKIP STEPS

- Jumping to ideas before defining the problem —
- Selling a solution no one helped build —
- Treating implementation as the finish line —
- Skipping the debrief that starts the next cycle —
- Solving the symptom instead of the root cause —

"Innovation isn't a single leap — it's a wheel that keeps turning."

Boaz Strategic helps teams turn one-time fixes into a repeatable engine for solving what's next.

Are your fixes real, or just *patches*?

“ *Innovation isn't a single leap — it's a wheel that keeps turning.* ”

Most teams solve a problem once, move on, and are surprised when a version of it resurfaces six months later. That's not bad luck — it's a broken process.

A real fix survives contact with the next quarter.

Management researcher Min Basadur developed the Simplex Process as an eight-step cycle, not a straight line — because the best solutions are found, tested, and folded back into finding the next problem.

The first four steps are about slowing down: finding the real problem, gathering facts, defining the root cause, and only then generating real options.

The last four steps are about follow-through: choosing the strongest idea, planning how it gets done, earning buy-in from the people who have to carry it, and implementing it for real.

Then the cycle restarts. Implementation always surfaces a new problem worth solving — which is the whole point, not a flaw in the process.

Innovation isn't a single leap. It's a wheel that keeps turning.

At Boaz Strategic, we help teams build a repeatable process for solving what's next, not just what's now.