

# THE TEN WAYS WHEN THE THE RIGHT ANSWER IS THE WRONG ANSWER

The address assumes you' re assisting a client with a problem.  
“CLIENT” may be a Boss, Relative, Friend or even Yourself.

## 1) GOT THE WRONG PROBLEM

Client or You have Incorrectly Identified it  
Misread Situation - Communication Foul-up

## 2) PHYSICALLY IMPOSSIBLE

Defies Universal laws of Nature  
Moving doesn't really help

## 3) SOLUTION IS ILLEGAL

Laws and Regulations – Fine Details  
Enforcement – corruption - “Oops Sorry!”  
Move to different jurisdiction ?

## 4) CULTURALLY UNACCEPTABLE

Often more important than Laws  
Move to different culture ?

## 5) RESOURCE LIMITED

Do not have enough :-

- a. Time
- b. Money
- c. People
- d. Skills / Education
- e. Equipment
- f. Materials
- g. Space/Territory

## 6) UNREWARDING

Solution is more expensive than the problem  
Price may not be financial – loss of power  
Pay-off delayed unacceptably

## 7) PROBLEM WILL RESOLVE ITSELF

Problem resolves itself (tolerably) if ignored

## 8) A ‘WICKED’ PROBLEM

Problem changes its nature while you are  
developing and implementing the solution

## 9) PROBLEM DOESN'T RATE

Other immediate Problems dominate  
“Can't attend to that just now”.

## 10) CLIENT CAN'T UNDERSTAND IT

“I can't trust what I can't be understand”.

Often these only rationalise “Common Sense”.  
Perceptions are just as important as the truth.  
Over-enthusiasm can obscure obvious pitfalls.  
Use this checklist to prevent things going wrong.

### SOME EXAMPLES

- 1) Sentencing criminals; Reform / Isolate / Penalise
- 2) Change the tide times; organise good weather
- 3) Pollution Regulations
- 4) US gun laws; Muslim Dress codes; family planning
- 5) Worldwide HIV / AIDS control
- 6) Global Warming counter-measures
- 7) Treating a Common Cold (– over in seven days)
- 8) Running the national economy
- 9) Drain the swamp that's full of crocodiles
- 10) Quantum Physics or Relativity mechanism