



# THE WINNING FRAMEWORK

*Five Questions That Transform Chaos Into Clarity*

A structured approach to planning that ensures you think before you act, catch problems early, and create plans that actually work.

**WHY → WHAT → WHO → HOW → WHEN**

Ask these five questions in this exact sequence to turn any challenge into an actionable plan.

## The Problem This Solves

Most people jump straight to HOW - the execution. They start doing before they've thought through what they're trying to achieve or who should be involved. This leads to:

- Wasted time on tasks that don't matter
- Doing everything yourself when others could help
- Missed deadlines because scope wasn't clear
- Frustration when results don't match expectations

## Why the Sequence Matters

The Winning Framework forces you to think before you act. By asking questions in the right order, you catch problems early and create plans that actually work.

Think about the last project that went sideways. Chances are, someone skipped a step. They started building before defining what success looked like. They assigned tasks before identifying who was best suited for each one. They set deadlines before understanding the full scope.

Each question in this framework builds on the one before it. Skip a step, and the whole plan becomes shaky. Follow the sequence, and you'll find that execution becomes almost effortless - because you've already done the hard thinking upfront.

# The Five Questions Explained

## 1. WHY - Clarify Your Objective

*The Question: "Why am I doing this? What outcome do I actually want?"*

This is where most people fail. They confuse activity with outcome. 'I need to send an email campaign' is an activity. 'I need to generate 20 qualified leads this month' is an outcome. Start with the outcome.

### Questions to ask yourself:

- What will success look like when this is done?
- Why does this matter right now?
- What happens if I don't do this at all?
- Is this the best use of my time and resources?

## 2. WHAT - Define the Specific Tasks

*The Question: "What specific tasks need to happen to achieve this outcome?"*

Break the objective into concrete, actionable tasks. Vague tasks like 'improve marketing' are useless. Specific tasks like 'write 3 Google Ads headlines' or 'set up email automation sequence' can be assigned, scheduled, and completed.

### Questions to ask yourself:

- What are the 3-5 key tasks required?
- What's the logical sequence of these tasks?
- What resources or tools will be needed?
- What could go wrong, and how do I prevent it?

### 3. WHO - Identify the Right People

*The Question: "Who is the best person to handle each task?"*

This is the most powerful question in the framework. You don't have to do everything yourself. For each task, ask: Who could do this better, faster, or cheaper than me?

#### Questions to ask yourself:

- Does this task require MY specific skills, or could someone else do it?
- Who in my network has expertise in this area?
- Could I hire a specialist (even temporarily) to get better results?
- What is the cost of doing this myself vs. delegating it?

### 4. HOW - Determine the Execution Method

*The Question: "What is the best way to execute each task?"*

Now - and only now - do you focus on execution. Because you've already clarified the WHY, defined the WHAT, and assigned the WHO, the HOW becomes much clearer. You're not guessing; you're implementing.

#### Questions to ask yourself:

- What is the simplest way to get this done?
- Are there tools or systems that could automate this?
- What has been done before that I can learn from?
- How will I know when this task is complete?

## 5. WHEN - Set Realistic Timelines

*The Question: "When does each task need to be completed?"*

Deadlines create accountability. Without a timeline, tasks drift. Be realistic - account for dependencies, other priorities, and the unexpected. A missed deadline is better than no deadline at all.

### Questions to ask yourself:

- What is the final deadline for the entire objective?
- What are the milestones along the way?
- Which tasks depend on others being completed first?
- What buffer time should I build in for the unexpected?

## Example: Applying the Winning Framework

Scenario: You want to run an email marketing campaign to past customers.

<b>WHY</b>	Generate \$15,000 in repeat sales from past customers within 30 days. This matters because acquiring new customers costs 5x more than re-engaging existing ones.
<b>WHAT</b>	1) Clean and segment email list. 2) Create compelling offer. 3) Write 3-email sequence. 4) Set up automation in email platform. 5) Schedule and launch.
<b>WHO</b>	List cleaning: VA. Offer creation: ME (I know the customers). Email copywriting: Freelance copywriter. Automation setup: VA with guidance. Review and launch: ME.
<b>HOW</b>	Use ActiveCampaign for automation. Brief copywriter with customer insights and ACUA framework. Test subject lines before full send.
<b>WHEN</b>	Week 1: List ready, offer finalised. Week 2: Copy written, automation built. Week 3: Test and launch. Week 4: Monitor and optimise.

# Your Winning Framework Worksheet

Use this template for your next challenge or project:

<b>WHY</b>	<i>What outcome do I want?</i>
<b>WHAT</b>	<i>What tasks need to happen?</i>
<b>WHO</b>	<i>Who handles each task?</i>
<b>HOW</b>	<i>What is the execution method?</i>
<b>WHEN</b>	<i>What are the deadlines?</i>

## The Sequence Matters

Jumping to HOW before answering WHY, WHAT, and WHO is the #1 reason projects fail.

Trust the sequence. It works.

From *Better Business That Works* by Alexei Kouleshov