

ISSUES ANALYSIS – *Getting all “Donald Rumsfeld” on them*

Known knows, known unknowns, unknown unknowns... What keeps your client awake at night?
 This document will help determine their main issues – ones they tell you and hopefully
 ones they don't

| Client Issue | |
|-------------------------------------|--|
| What they say | |
| What they know but don't say | |
| What they should say but don't know | |