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Progress in Brain Research

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1. The first step in the process of identifying a problem is to recognize that a problem exists. This is often done by comparing current performance to a desired state or goal. For example, a manager might notice that sales are declining or that customer satisfaction is low. Once a problem is identified, the next step is to define it more precisely. This involves determining the scope of the problem, its causes, and its potential consequences. For instance, a manager might define a sales decline as a 10% drop in revenue over the last quarter, caused by a combination of factors such as increased competition and a change in consumer preferences. The final step in the problem identification process is to prioritize the problem. This is done by assessing the problem's importance, urgency, and complexity. A manager might prioritize a sales decline over a minor administrative issue because it has a greater impact on the organization's overall performance and is more urgent.











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