

# Instant Insights: The 5P Framework

How do we make better decisions faster? How do we organize all of the requirements without having to spend endless hours in meetings, buried in documentation that no one will read? The Trust Insight 5P Framework is an effective decision making tool, applicable for any situation.

## Purpose

What is the question you're trying to answer?  
What is the problem you're trying to solve?

Start with a clear "why" and anchor the other requirements to it.

## People

Who is involved internally and externally?

Collect user stories from everyone on your team and create them on behalf of your customers to better understand needs.

## Process

How will you approach this problem in a repeatable, scalable way?

Process development and documentation is where many initiatives fall down. Having a clear set of instructions leads to easier buy-in.

## Platform

Which tools do you need to solve the problem?

There are a lot of tools that do a lot of things, and choosing the right one is dependent on a clear purpose and defined process.

## Performance

How do you measure success?

Your performance is directly tied to your purpose. If you can't measure your efforts, your purpose isn't defined enough.