



**WRITING A ‘CHALLENGE STATEMENT’**

**Purpose**

A ‘Challenge Statement’ is an initial statement to set out the issue or challenge which needs to be addressed.

The term ‘challenge’ has been specifically used to avoid the tendency to simply focus on ‘a problem’. Sometimes in addressing a challenge it is useful to think in terms of building something positive as much as reducing or eliminating something negative. Consideration should be given to the positive or desired behaviour that needs to be incentivised and promoted.

At the start of most processes it is difficult to pin down all the issues and tasks that need to be done and to foresee the time required to undertake and deliver these. However, what matters is getting some initial working thoughts and assumptions down on paper to share with others and provide an initial steer or guide.

**How to use or apply**

This tool provides you with a list of questions to answer which have been designed to help you consider and articulate the presenting challenge.

**Source(s)/Reference(s)**

* [www.thensmc.com](http://www.thensmc.com)

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| **‘CHALLENGE STATEMENT’** |
| **What is the presenting issue?** |
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| **What is likely to happen if no action is taken?** |
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| **In terms of ‘behaviour’ what are the key challenges?**  **(Describe the issue in terms of behaviour rather than a policy aim)** |
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| **Who are directly affected by the issue now?** |
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| **Who could be affected in the future?** |
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| **What is driving the concern now?**  **(e.g. relevant national or local policy drivers)** |
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| **What relevant targets are already in place or are expected shortly?** |
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| **The Challenge statement**  **(Set out the challenge)** |
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