



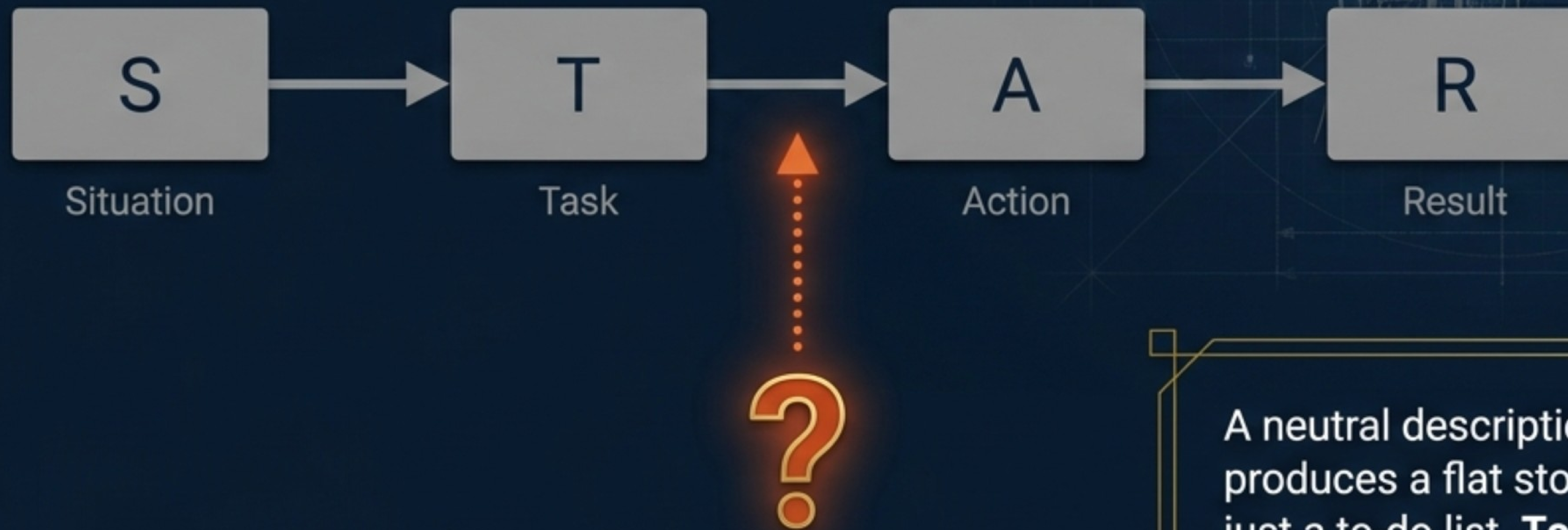
The PARIS Method

A Framework for Clear Thinking.

One way of thinking. Five ways to use it.

The Problem with "Just the Facts"

You likely already know the STAR method. It is the classic tool for structuring a story. But STAR has a critical limitation: it captures what happened, but not what was actually at stake.



A neutral description of a situation produces a flat story. A "task" is just a to-do list. **To make people care, a story needs weight.**

The Upgrade Formula

PARIS builds on the foundation of STAR but fundamentally changes the output by adding two critical variables.



The Anatomy of PARIS



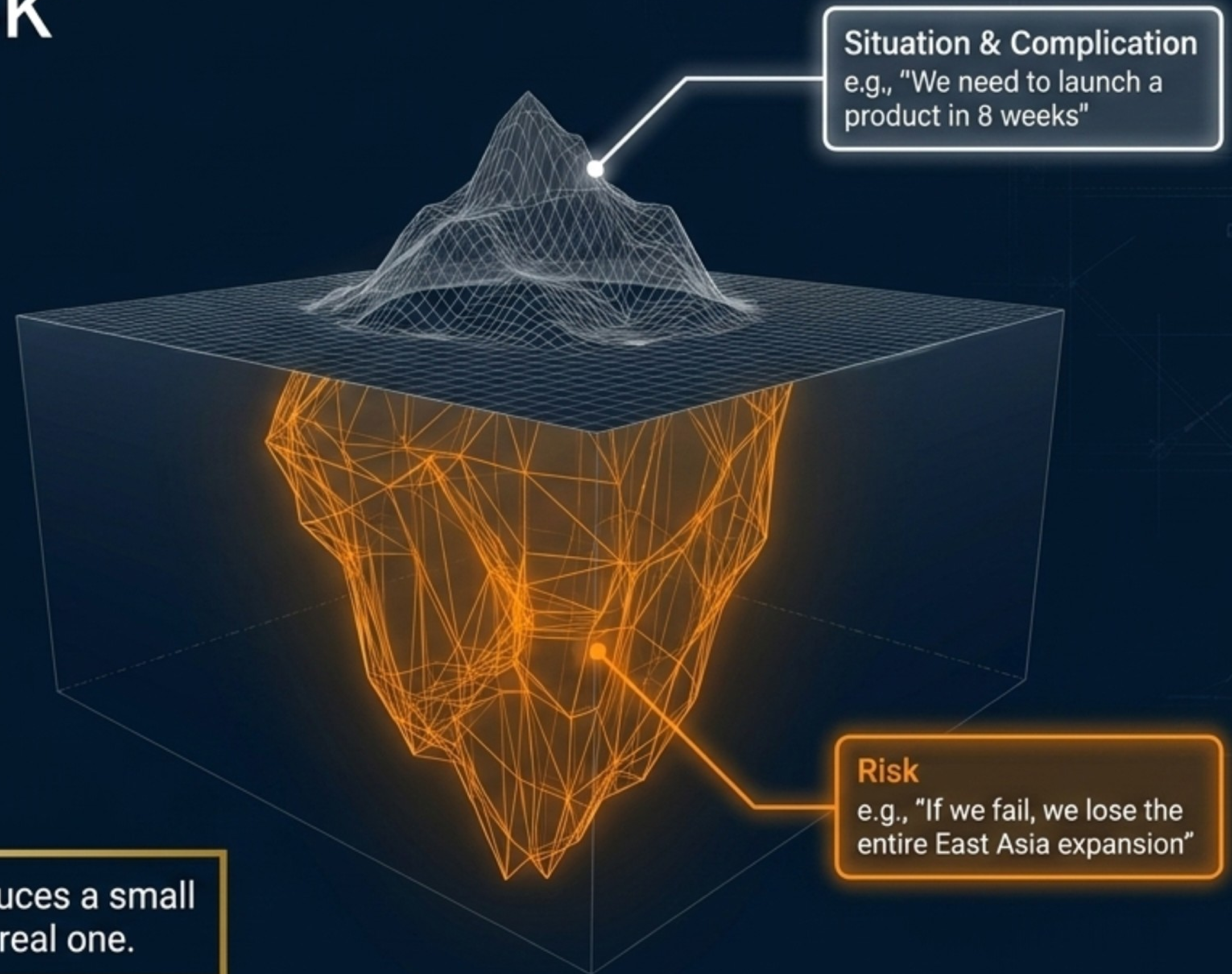
The Power of "Risk"

Without Risk, a Problem reads as a task.

With Risk, a Problem reads as a reason anyone should care.

The size of the Risk is what gives the eventual Result its weight.

Takeaway: A small problem, honestly told, produces a small story. A real problem, honestly told, produces a real one.



Closing the Learning Loop

A good PARIS doesn't just organize the telling of a story. It leaves you more capable than before you told it.



Insights

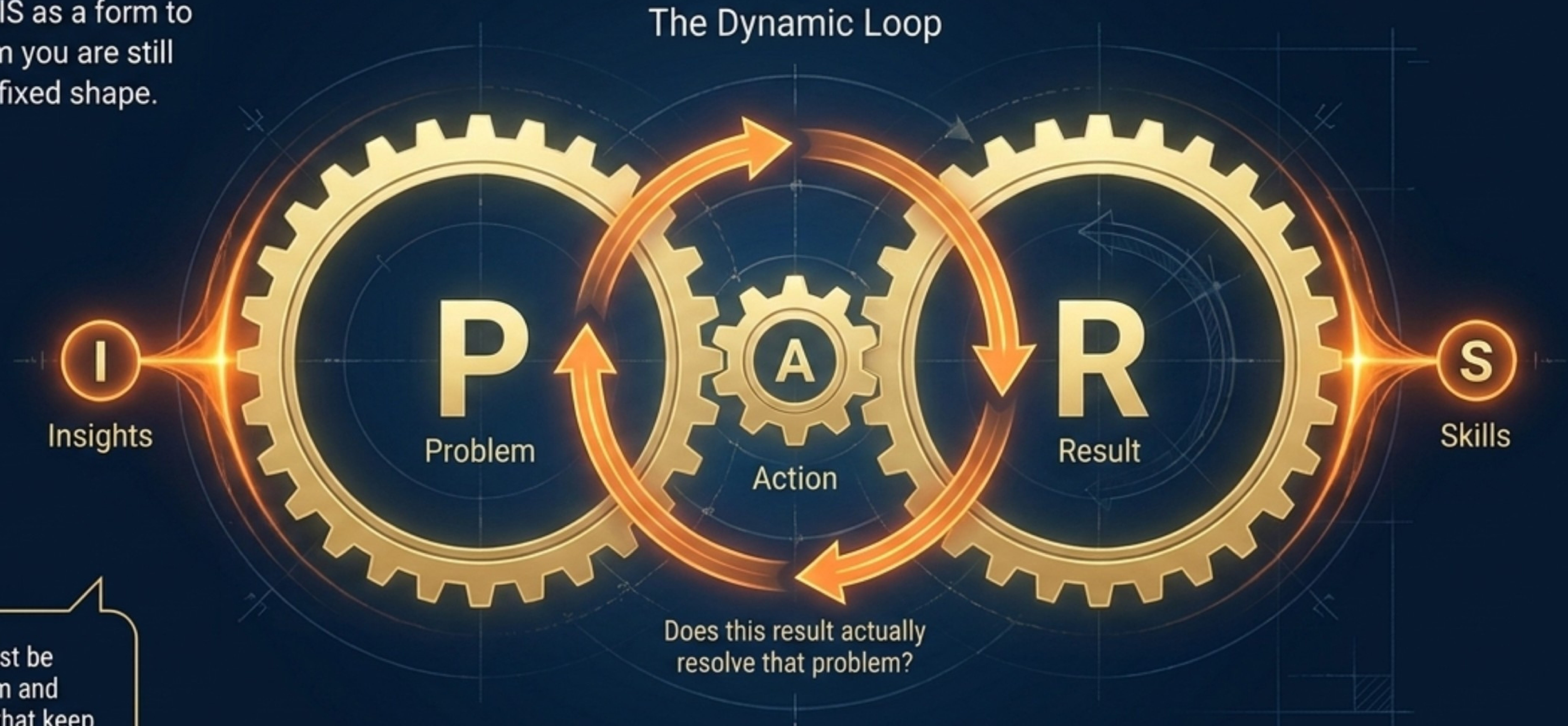
The moment you step back and ask whether you were even framing the problem correctly.

Skills

Looking back, it's evidence of ability. Looking forward, it's a gap check for what you still need.

A Loop, Not a Line

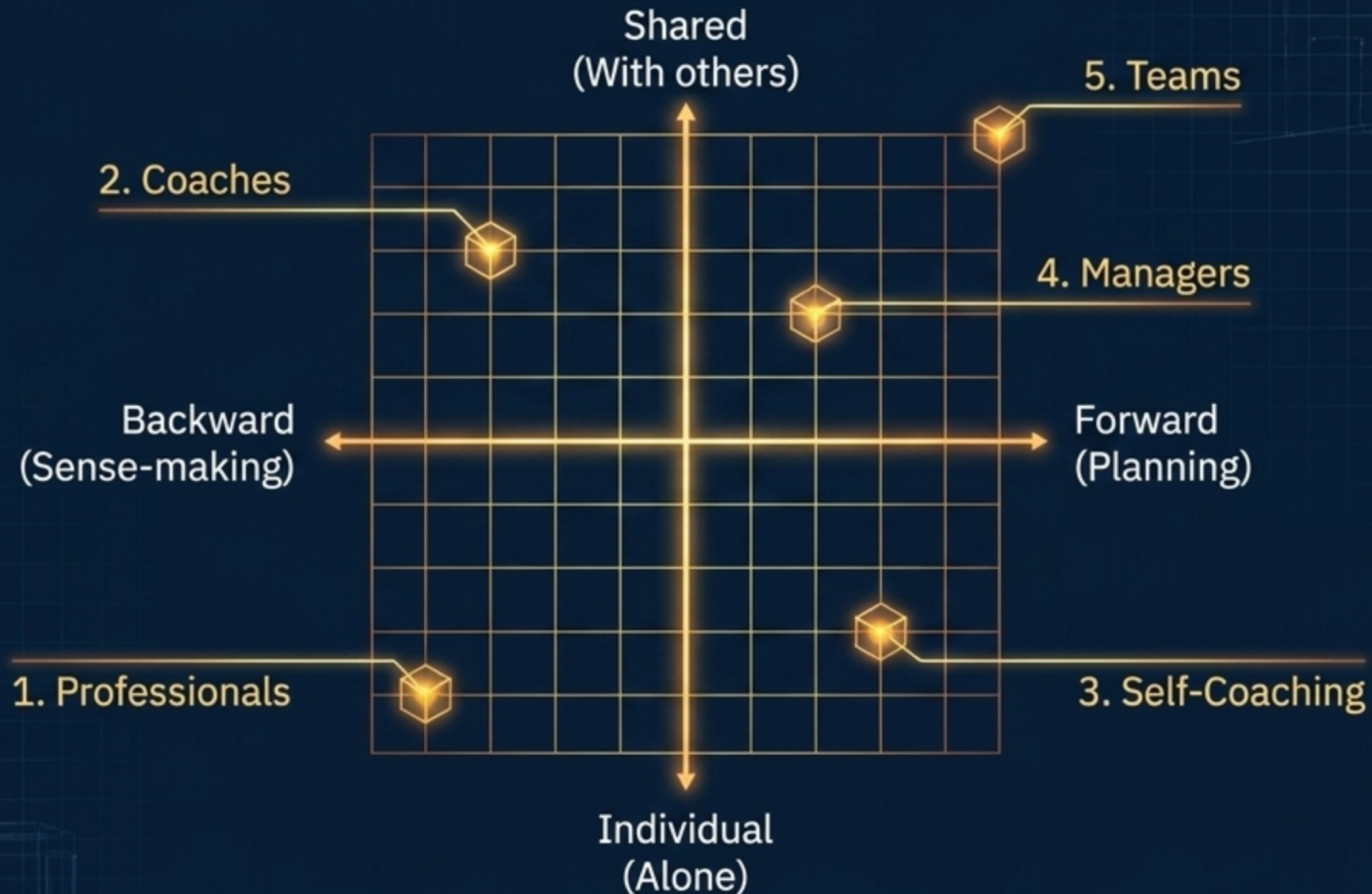
It is tempting to treat PARIS as a form to fill out once. But a problem you are still inside of does not have a fixed shape.



Mechanism: $P \Leftarrow A \Rightarrow R$ must be tested and retested. Problem and Result function as anchors that keep checking each other, surfacing Insights along the way.

Two Directions, Two Scopes

The five elements of PARIS never change. What changes is the tense (are you looking back or forward?) and the audience (are you alone or with others?).



View 1: Job Seekers & Professionals

Context: Mei, looking back a year after launching the Inkwell e-reader in Taiwan.



Application: Crafting a story worth telling. Moving from “I launched a product” to detailing the exact risk (budget gaps, unmapped input languages) and the resulting impact.

Pro-Tip: In conversation, always start with **Problem**, never **Action**. Action means nothing until the stakes are established.



View 2: Coaches

Context: A coach helping Mei process the launch months after it happened.

Application:

Discovering the story they haven't told yet.

Mei initially offers a thin, 4-sentence summary. The coach's job is not to give answers, but to notice what is missing and ask.

The Diagnostic Rule:

Whichever letter the client rushes past fastest is the one most worth slowing down for.



View 3: Self-Coaching

Context: Mei in week zero, before the launch has even started.

Application: Pressure-testing the plan before starting. The instinct is to open a project plan and list tasks (Action). PARIS asks you to resist.

The Shift: Define exactly what you are solving (Problem) and what success actually looks like (Result) *before* touching the roadmap. Use Insights to explicitly name dangerous assumptions.



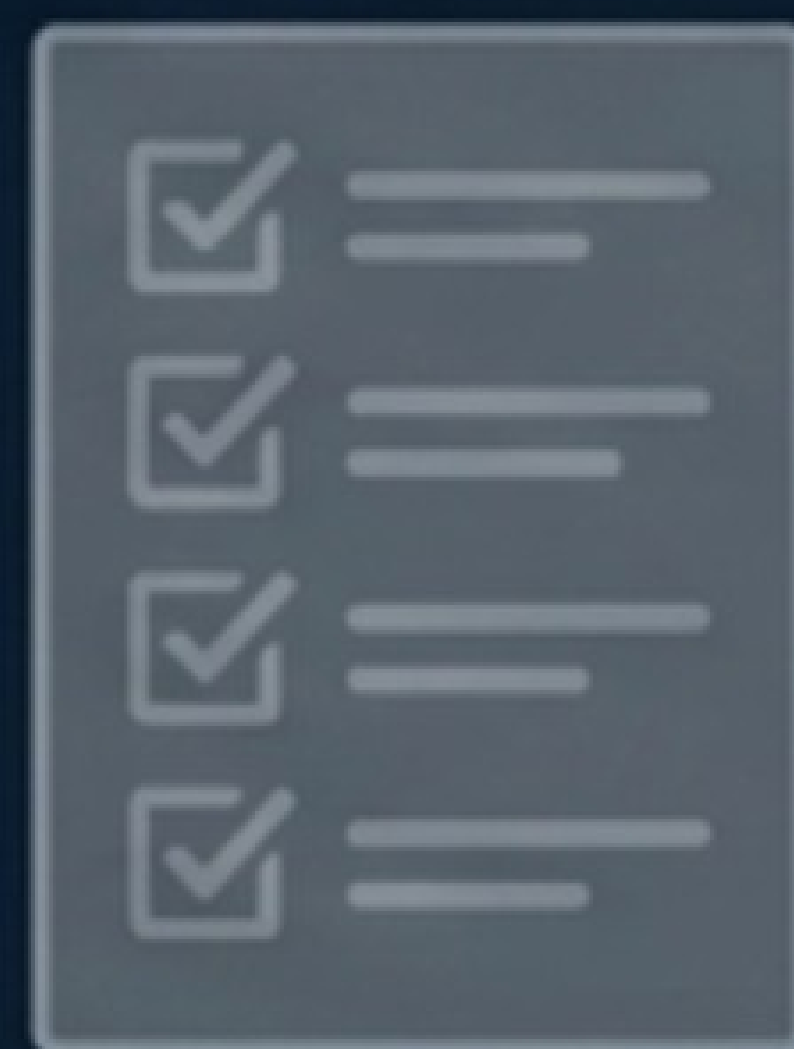
View 4: Managers

Context: David (Mei's manager) prepping for a 1:1 before the work begins.

Application: **Prepping for high-impact 1:1s.** David does not rewrite Mei's plan. He asks her what she thinks she is solving, and uses his wider visibility to sharpen her **Result** (adding that the launch must be repeatable, not just successful).

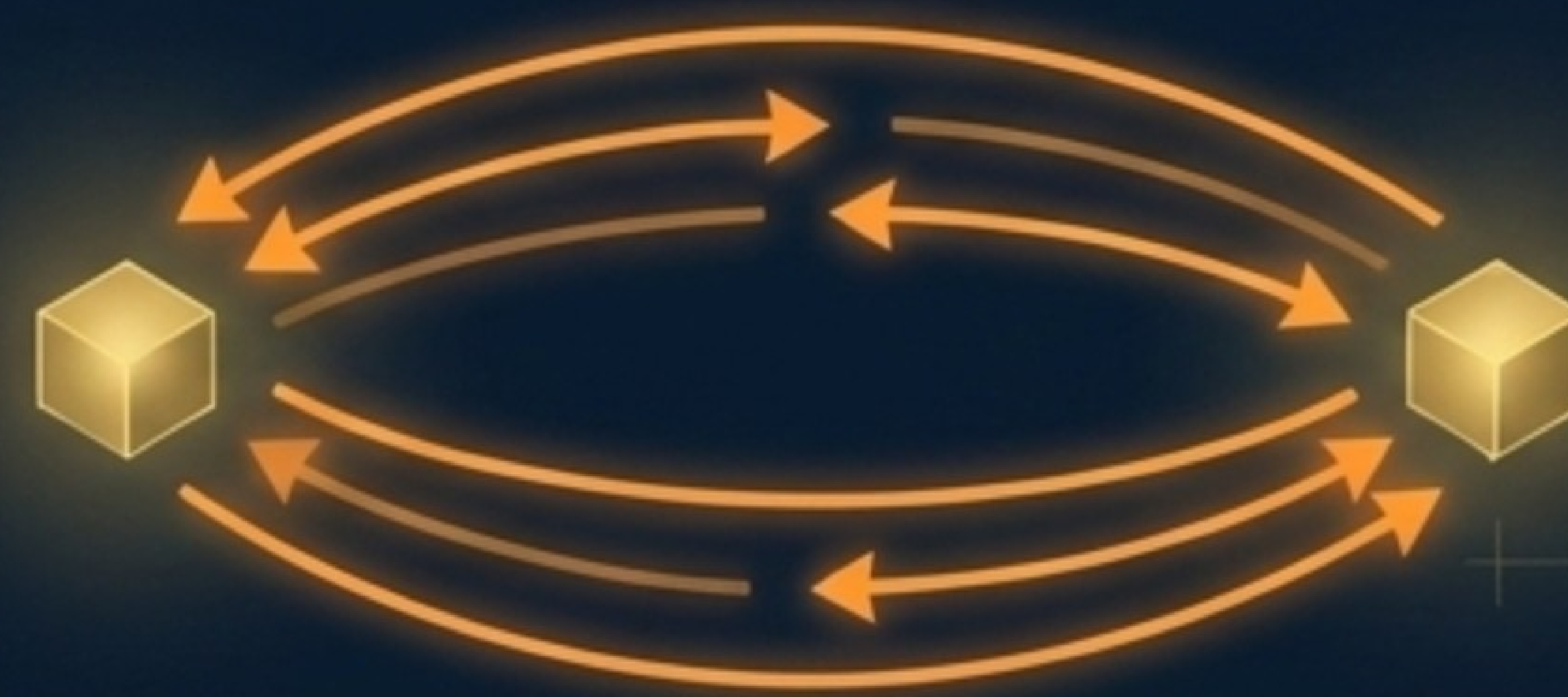
Key Question: "Where are you least confident in this plan?"

Handing over a task



Handing over a task

Coaching through a task



Coaching through a task

View 5: Teams

Context: The cross-functional launch team mid-project.

Application: Defining together and revisiting as you go. A team's **PARIS** is not fixed on day one. When user testing reveals the initial **Problem** was wrong, the team must **loop back**.

The Result: Redefining the **Problem** mid-flight allows the team to consciously trade off scope for quality, rather than letting the deadline quietly slip.



Active/Looping



The PARIS Cheat Sheet

View (Role)	Direction	The Primary Goal	The Key Question
Job Seekers	Backward	Crafting a story	What was actually at risk?
Coaches	Backward	Discovery	What are they skipping past?
Self-Coaching	Forward	Pressure-testing	What am I assuming?
Managers	Forward	Alignment	Does their "done" match my "done"?
Teams	Active/Looping	Shared Reality	Is our original problem still the real one?

Turn Insight Into Action

The PARIS Method works with just a notebook and a few honest minutes. But if you are ready to put it into practice, interactive tools are ready for you.



For Individuals:

Try the AI Story Coach and Pre-Project Prep widgets.



For Coaches/Managers:

Practice discovery with the AI 1:1 Prep simulator.



For Teams:

Download the Team Session Facilitation PDF Guide.

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