## **ELEMENTS OF AN INSIGHT**

- 1. Set the context
- 2. Communicate the dilemma barriers, conflicts, discomforts, unmet needs,...
- 3. Articulate the Why
- 4. Capture the motivation
- **5. Envision the ideal** Desired end state



Source: https://thrivethinking.com/2016/03/28/what-is-insight-definition/