



# The Design of Insight: How to Solve Any Business Problem

*Mihnea Moldoveanu, Olivier Leclerc*

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Familiar modes of problem solving may be efficient, but they often prevent us from discovering innovative solutions to more complex problems. To create meaningful change, we must train ourselves to discover previously unseen variables in day-to-day challenges. *The Design of Insight* is intended to be a personal problem-solving platform for decision makers and advisors who seek answers to critical business questions. It introduces an approach that uses multiple "problem-solving languages" to systematically expand our understanding of problem framing and high quality problem solving. Useful as a critical thinking approach or a think-out-loud document for strategic teams, this brief is a resource for enriching and implementing thoughtful management practices.

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