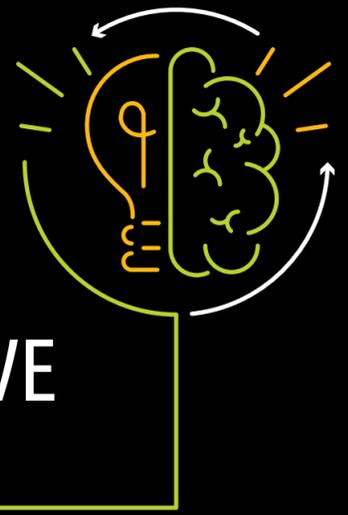


STEP ONE TO INNOVATION: IDENTIFYING THE RIGHT BUSINESS PROBLEM TO SOLVE



Are you focused on solving the right problem?

The reality is, most of us are concentrating on the wrong problems. As leaders, the spotlight needs to be on Wicked problems – those highly influential to industry transformation.

A FEW EXAMPLES OF WICKED PROBLEMS IN INSURANCE:

Creating engagement with life insurance customers



Making health and wellness a priority



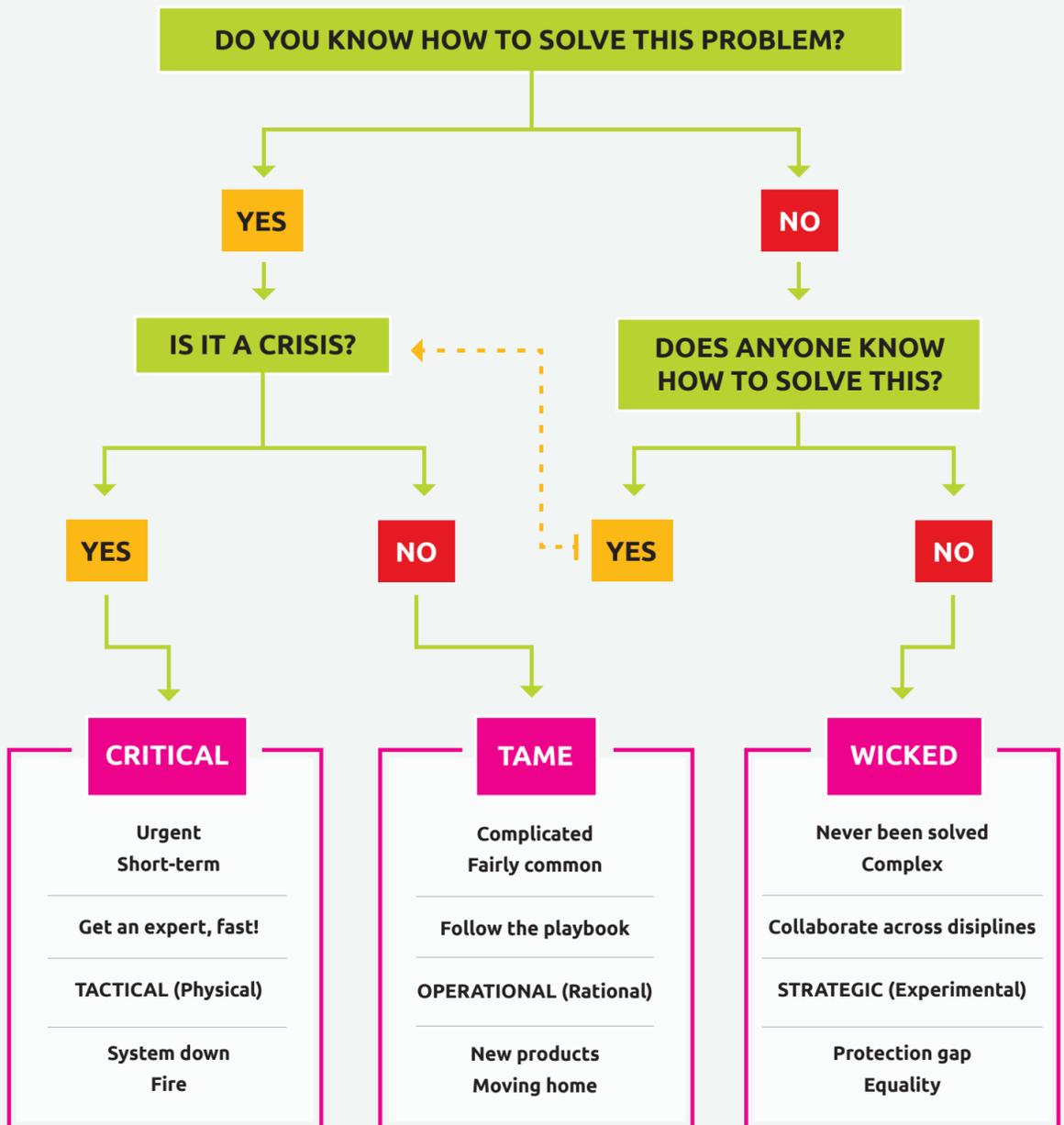
Helping the aged population live happily



Replicating the persuasion of face-to-face sales processes in digital channels



DETERMINE IF YOUR PROBLEM IS INDEED WICKED



Got a Wicked Problem?

Learn how to identify and move complex problems forward and champion transformation.

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