

# ENCONTRAR EL DESAFÍO FOCAL

HBR: [HTTPS://HBR.ORG/2015/12/FIND-INNOVATION-WHERE-YOU-LEAST-EXPECT-IT](https://hbr.org/2015/12/find-innovation-where-you-least-expect-it)

- ¿Dónde está el problema raíz?.
- ¿Puede un problema ser usado como su propia solución?.
- Brainstorming “mudo”. Utilizando tarjetas y texto en vez de voz. Da más oportunidades a personas tímidas.
- Root Cause Analysis.



# CRÉDITOS

## FOTOGRAFÍAS USADAS

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