

Find Struggling Moments

TAKEAWAYS

Use this when you need to know where to look for innovations opportunities.

Apply

Take time to do the following:

- What are some struggling moments you face in your life and work?
- What are some struggling moments your clients/customers face?
- What can you do to overcome these struggles and make more progress?

Discuss

Discuss the following questions with colleagues or with your team:

- What are some struggling moments our clients/customers face?
- What are some opportunities to innovate so we can help our customers make progress?

Note: This is part of FranklinCovey's *Find Out WHY: The Key to Successful Innovation* solution.