

# Insight Practice Tool

**A guide to help you facilitate Insight in yourself and others.**

Having an insight is one way we solve complex problems. Research shows that insights stick with us because they are highly memorable. Insights become generalized rules. Once we have them, the brain changes. To help create more insights in others, start asking more questions—not just any type of question, but ones that help people reflect on their thinking and on ways to move forward.

**To generate more insight, try the ideas below (where relevant for you):**

DO LESS	DO MORE
✓ Focus intently on the problem when stuck	^ Focus lightly on possible solutions when stuck
✓ Tell people your ideas	^ Ask people for their ideas
✓ Ask multiple questions at one time	^ Provide reflection time after a question
✓ Rush the conversation	^ Let people mull over ideas
✓ Ask questions about the details	^ Ask questions about the process
✓ Pressure for a result	^ Allow enough time in meetings
✓ Ask “why” questions	^ Ask “how” questions
✓ Criticize or dismiss ideas	^ Be non-judgmental; encourage all ideas

**To practice generating insight for yourself or others, try the ideas below (where relevant for you):**

**INDIVIDUAL ACTIVITY**  
 Notice when you face a challenge and how you normally handle it. Then, define the questions you are trying to answer simply and clearly. Go and do something else, and let your unconscious do the heavy lifting.

**TEAM ACTIVITY**  
 Share how insight works in the brain with your team, and ask them to reflect on a recent challenge. Then ask questions that help them reflect on their own thinking.