

## **Why do insights matter?**

- Break you out of the box, help you solve problems
- Initiate change  
Have a fresh perspective, innovate
- Not everything can be solved successfully without it
- Help us come up with creative solutions
- Sometimes there is no right answer which logic tries to dictate.
- insights connect the gut to the brain
- grow and get better
- Do something different to make something amazing
- You're happier!
- Knowing about the challenges and uncertainty of insight problems allows me to be more relaxed and trusting that I can find the solution
- AHA moments feel good. We work better when we are happy.
- Insight is key to arriving at new and creative solutions
- Maybe we can make our world better only if we have these insights