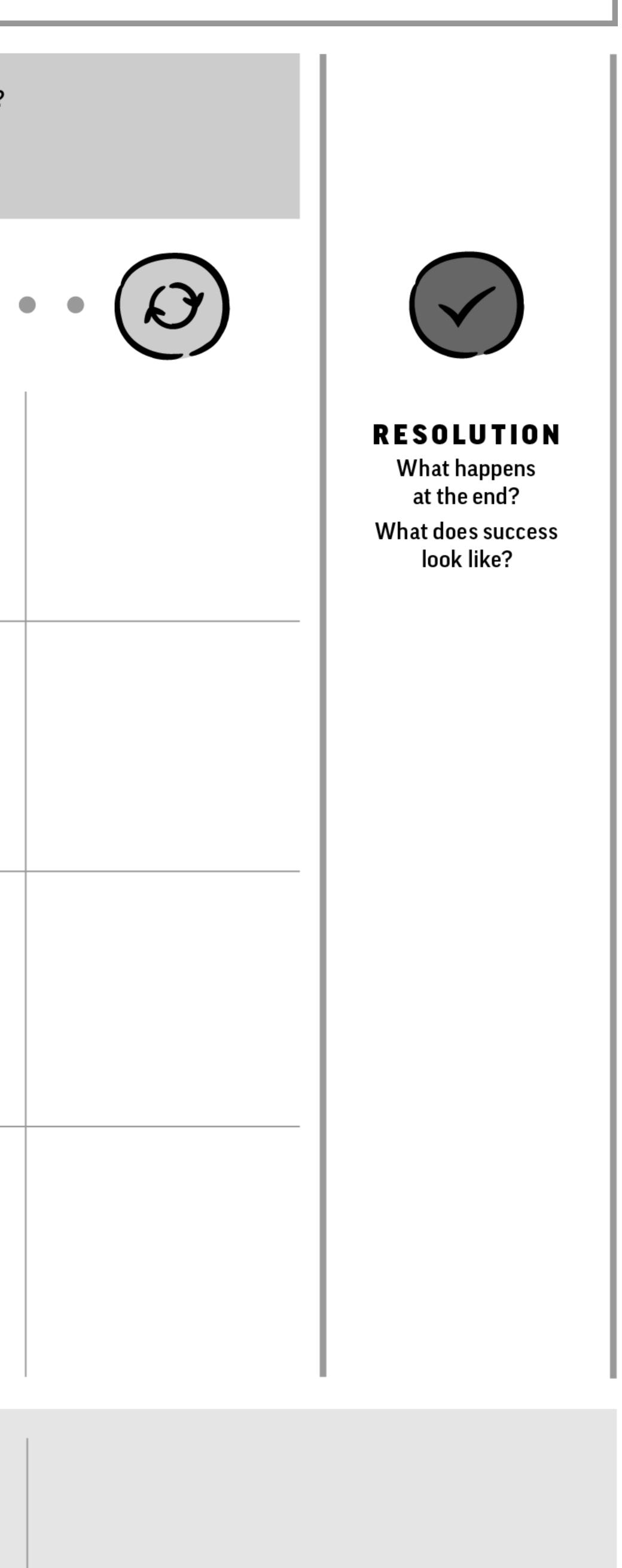


INTEL What facts are critical to the Quest?

HERO

QUEST			What actions does the Hero take to resolve the problem? What specific challenges arise? How does s/he overcome them?		
Hero uses Insights to (re)define the Problem.					
Hero imagines Resolutions and generates an Idea.					
Hero tries Idea out and observes what happens to produce Intel.					
Hero analyzes Intel to develop Insights.					
	IN SIGHTS What does the Hero learn during the Quest?				IDEASWhat opportunitiesemerge during the Quest?





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