

## Actionable Insights & Solutions

**Insight** refers to a deep understanding or perception of a situation, issue, or person. It often involves gaining a clear and intuitive understanding that goes beyond surface-level observation. Insights are often characterised by a sudden realisation or deep comprehension, providing a fresh and often valuable perspective.

A **valuable perspective** is a viewpoint or way of looking at things that provides significant insights, understanding, or benefits. It adds meaningful understanding or value to a situation or discussion.

A **set of insights** refers to a collection of valuable and profound understandings gained through observation, analysis, or reflection. It often involves uncovering meaningful information that contributes to a deeper understanding of a subject or situation.

**Actionable insight** refers to information or understanding that can be directly applied to make informed decisions or take practical steps. It goes beyond mere understanding, providing clear guidance on specific actions to achieve a desired outcome. In a business context, actionable insights are valuable because they empower individuals or organisations to make effective and targeted decisions based on the information at hand.

An **idea** is a mental concept or thought formed in the mind. It can be a creative notion, a plan, or a suggestion that represents something to be explored, developed, or implemented. Ideas are the starting points for innovation and can range from simple thoughts to complex concepts that have the potential to shape various aspects of our lives.

A **set of ideas** refers to a collection of thoughts, concepts, or notions that may be generated, proposed, or considered within a specific context. It represents a variety of creative or intellectual possibilities related to a particular topic or problem.

A **set of insights and ideas** encompasses a collection of valuable understandings and creative thoughts. It involves gaining profound knowledge and generating innovative concepts that contribute to a broader perspective or solution.

A **concept** is an abstract or general idea that represents something in the mind. It often involves the formulation of an understanding or mental construct that helps to categorise, analyse, or interpret information. Concepts are broader than specific instances and serve as mental frameworks for organising knowledge and making sense of the world.

A **conceptual scheme** refers to an organised and structured framework of concepts or ideas that are interconnected and used to understand or represent a particular domain of knowledge. It's like a mental or theoretical structure that helps organise and interpret information within a specific context or discipline. This scheme provides a systematic way of conceptualising and approaching issues within a given framework.

A **mental framework** is a structured way of thinking or a set of cognitive structures that shape how individuals perceive, interpret, and respond to information and situations. It serves as a mental model guiding thoughts and decision-making.

**Problem setting** refers to the context or environment in which a problem exists. It involves understanding the conditions, factors, and variables that contribute to or surround a specific issue.

**Problem solving** is the process of finding solutions to difficult or complex issues. It often involves analysing the situation, identifying the root cause of the problem, and devising effective strategies to overcome challenges.

**Innovation** is the process of introducing new ideas, methods, or products that bring about significant change or improvement. It involves creativity, problem-solving, and a willingness to challenge the status quo to enhance efficiency, effectiveness, or create entirely new solutions. Innovation can occur in various fields, including technology, business, science, and the arts, driving progress and evolution.

A **solution** is a means of solving a problem or dealing with a difficult situation. It's essentially a resolution or answer to a particular issue.

**Resolution** has a couple of meanings. It can refer to the act of finding a solution to a problem, or it can denote a firm decision to do or not to do something.