

Problem Paper.

	Company:
THE FORCES OF COLLABORATIVE CREATIVITY	Lead person:
A practical guide to creative teamwork in the healthcare business Peter John Comber	Brand:
What is the problem the company/brand faces?	
What is the desired outcome of resolving the problem for the company/brand?	
Why is that outcome important?	
Who is actively involved and which other stakeholders should be considered?	
What barriers currently prevent you from achieving the desired outcome?	