IP BEST PRACTICES

350° Diagnosis: Clarity Hidden in Blind Spots

A best practice shared by Maxime Bui.

Generated on 22 November 2026

350° Diagnosis: Clarity Hidden in Blind Spots

Enables organizations and leadership teams to gain a fresh, systemic perspective on complex challenges by adopting the horse's 350° way of seeing.

Key steps

Start with a powerful opening question: 'If your challenge had a title, what would it be?', and translate the situation into a visual map capturing people, flows and blurred zones.

Explore the drawing together through the 350° lens, making patterns, looping dynamics, resistances, paradoxes and emerging possibilities visible.

Create deeper insight by renaming the drawing, shifting from the initial problem framing to a more accurate and enabling perspective.

In a final step, look deliberately for the 'missing 10%' — what has not yet been seen, named or acknowledged — allowing what truly matters to emerge, and translate insights into clarity, alignment and small, meaningful next steps.

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