

How Might We...? MATRIX

STATE THE CHALLENGE WRITE YOUR ORIGINAL CHALLENGE OR PROBLEM HERE	
1. WHY? BASED ON YOUR ORIGINAL CHALLENGE, GENERATE 5-7 ANSWERS TO THE QUESTION: <i>WHY IS THIS IMPORTANT?</i>	2. WHAT'S STOPPING US? CHOOSE ONE OF YOUR ANSWERS FROM QUADRANT 1, AND GENERATE 5-7 ANSWERS TO THE QUESTION: <i>WHAT'S STOPPING US FROM ACHIEVING THIS?</i>
3. HOW MIGHT WE...? CHOOSE YOUR BEST ANSWERS FROM QUADRANTS 1 AND 2, AND USE EACH TO GENERATE 1-3 <i>HOW MIGHT WE...?</i> QUESTIONS.	4. IDEAS CHOOSE ONE OF YOUR <i>HOW MIGHT WE...?</i> QUESTIONS FROM QUADRANT 3, AND GENERATE SOLUTIONS. PRIORITIZE IDEAS USING <i>GOOD, BETTER, BEST</i>. IF YOU WANT MORE IDEAS, REPEAT WITH A SECOND QUESTION.

After doing this re-frame process (perhaps several times), transfer your favourite *How Might We...* question onto a fresh 8"x6" post-it. It will "travel" with you through the remainder of the 15 process.

Repeat this 4-step process: After you've made one complete pass, go back to quadrant 1, choose a new "why", and run through it again.