

How-might-we-Questions

Implementation Guide

Material:

Pens

A set of compact questions that stimulates idea development. How-might-we questions help to find creative solutions to the identified challenge later in the idea generation phase.

Execution

- > Brief introduction to the aim and procedure of the method.
- > The worksheet can be completed individually or in a team.
- > The formulated How-might-we-questions serve to stimulate the generation of ideas. Once it is clear for which target group and which problem ideas are to be developed, clear questions with different perspectives can be developed from this. The questions should be formulated in such a way that they are open-ended and solution-oriented.

Examples

How might we help Michael gain a better overview of the technical resources in his team, even though everyone is very busy with ongoing projects and doesn't really have time for discussions?

How might we help Michael have more (informal) exchanges with his team, despite the high workload?

How might we help Michael motivate his team to make their professional resources more visible, even though many of them have been with the company for a long time and are annoyed by the constant changes in team leadership?

Tip:

Select the most inspiring questions for idea development.

How-might-we questions (HMW questions) help to find creative solutions for the identified challenge later in the ideation phase. The HMW questions should be formulated in such a way that they are open-ended and solution-oriented.

How might we help

person / target group

to

need / goal

although/despite/since/because/however

context / influencing or limiting factors / problem

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