

NOW-HOW-WOW MATRIX

GENERATE NEW IDEAS ON THE CLOCK

TEMPLATE on the next sheet

This exercise is perfect for generating new ideas, esp. when under tight timelines and tight budget / resources.

This exercise serves two purposes: a) generate a lot of ideas, including aspirational ones & b) arrive at a viable idea/s under set time.

It works best with a team not exceeding 5. If more than one idea is considered viable, team members can add further constraints to pick one, or vote.

The whole process should not exceed 40-45 minutes. After this, either ideas start to repeat, new ideas dry up and intra-team friction starts to build! (None of which is productive!!)

PARKING SPACE

Use this space to jot down ideas, keywords, constraints.
Color code them if you want.

THE ULTIMATE...

HOW

Ideas with terrific potential BUT impossible to implement with your current organizational situation (funds, human skills, tech available and so on)

These are important however because this is your 'wish list' and also because you can maybe adapt elements from this to the NOW and WOW list of ideas....

NOW

USE THIS TO LIST THE FOLLOWING:

- Low risk ideas
- Highly acceptable ideas
- Readily implementable ideas

WHAT YOU CAN DO....

WOW

USE THIS TO LIST THE FOLLOWING:

- Innovative ideas that can be implemented relatively easily.
- Ideas with enormous potential and benefits

AIM FOR THIS....

NOW-HOW-WOW MATRIX

GENERATE NEW IDEAS ON THE CLOCK

TOTAL No. of people 3-5 ;

TIME- Not exceeding 45 minutes

TECH NEEDED: None, print this template for in-person or dump it on the shared screen for virtual meetings.

TEMPLATE

PARKING SPACE

HOW

THE ULTIMATE...

