

HMWs

How might we ...?

It is a way to find the right question
to ignite a brainstorm.

How might we ...?

People often talk about the challenges they're facing by using language that can inhibit creativity instead of encouraging it.

How might we ...?

Sentences like:

„How can we do this?“

or „How should we do that?“

How might we ...?

Sentences like:

„How can we do this?“

or „How should we do that?“

**Destroy creativity! Because they are
implying judgment.**

How might we ...?

But how does Google, Facebook or IDEO
jumpstart the process that leads to
innovation?

How might we ...?

They use an approach which **Min Basadur** came up with to help P&G to compete with Colgate.

How might we ...?

It starts with a simple question:
„How might we ...?“

How might we ...?

„HMW create a faster search?“

How might we ...?

„To be the one where you
can find answers fast.“

How might we ...?

„To be the one where you
can find answers fast.“

„To have a better customer experience.“

How might we ...?

„To be the one where you
can find answers fast.“

„To have a better customer experience.“

„To have a better product.“

How might we ...?

„To be the one where you
can find answers fast.“

„To have a better customer experience.“

„To have a better product.“

„To compete with the market.“

How might we ...?

Then we pick one of the answers and transform it into a HMW.

How might we ...?

„HMW compete with the market?“

How might we ...?

And then we ask:
„What is stopping us?“

How might we ...?

„We don't know our market.“

...

How might we ...?

„We don't know our market.“

„We don't know what differentiates us from
the rest.“

...

How might we ...?

„We don't know our market.“

„We don't know what differentiates us from
the rest.“

Uhh! We haven't thought about this.

How might we ...?

And again, we will pick one of the results
and transform it into a HMW.

How might we ...?

„HMW we differentiate us from the rest in our market?“

How might we ...?

Then we start finding specific answers to this question without any judgement.

How might we ...?

This is the start of a brainstorming!

How might we ...?

From our initial question, we iterated towards its underlying essence.

Which helped us to articulate a good brainstorming question.

Which we can use to find better solutions.

How might we ...?

HMW helps us to create **valuable brainstorming questions** by using divergent thinking to come up with broader possibilities by looking at our problem from a strategic and tactical perspective.

How might we ...?

In summary

1. Create initial HMW question.
2. Select an answer and create HMW question and ask „What is stopping us?“
3. Select again an answer and transform into HMW and start brainstorming on it.

BREAKOUT SESSION 2

14:30 - 15:30

gather back to present
at 15:30