

How Now Wow (Pow)



What it is

How Now Wow is a tool to help sort ideas generated when brainstorming through the creation of a matrix that assesses both the originality of the idea and the ease of implementation.

Useful for...

- Creating ideas to develop later
- A starting point
- Prioritising ideas



Strengths

- Helps groups brainstorm, plan ideas, and organise thoughts collaboratively
- Categorises ideas based on their originality and the ease of implementation
- Focusses on discussion
- Visual

Weaknesses

- Requires a number of people who feel able to express their opinions to work well
- Requires facilitation

Things you need

- A stack of post-it notes plus markers/pens,
- Voting dots (optional)
- A room with a large wall and preferably a white board
- Some people to play in groups with facilitator
- A stopwatch



How to do it

1. Draw a 2-by-2 Matrix drawn on large paper or whiteboard and label How Now Wow
2. Mark the X axis with "originality of the idea" and the Y axis with "ease of implementation"
3. Facilitator asks the group to record any ideas they have on the post-it notes
4. The group will collectively agree which bit of the matrix is the most appropriate place to put the ideas



How – High originality/Difficult to implement

Ideas are innovative and original but difficult to implement so *not yet* feasible, Good ideas but can't be implemented now due to technology/budget/culture; might be worth considering as future goals.

Now – Low originality/Easy to implement

Unoriginal, normal ideas which are familiar, easy to implement, and proven to work well. Solutions to fill gaps in existing processes

Wow – High originality/Easy to implement

New ideas easy to implement and executable ideas that can be actualized. Form as many ideas in this category as you can, they have potential big change and possible to implement in current reality

5. They then through the help of the facilitator, consolidate and vote on ideas or areas

Tips

- Can be as a single group or several smaller groups using a whiteboard, post it notes
- Might prefer an online collaboration tool such as GroupMap to include remote people
- Be specific rather than broad when defining ideas
- Provide adequate time in the session to position and rate ideas