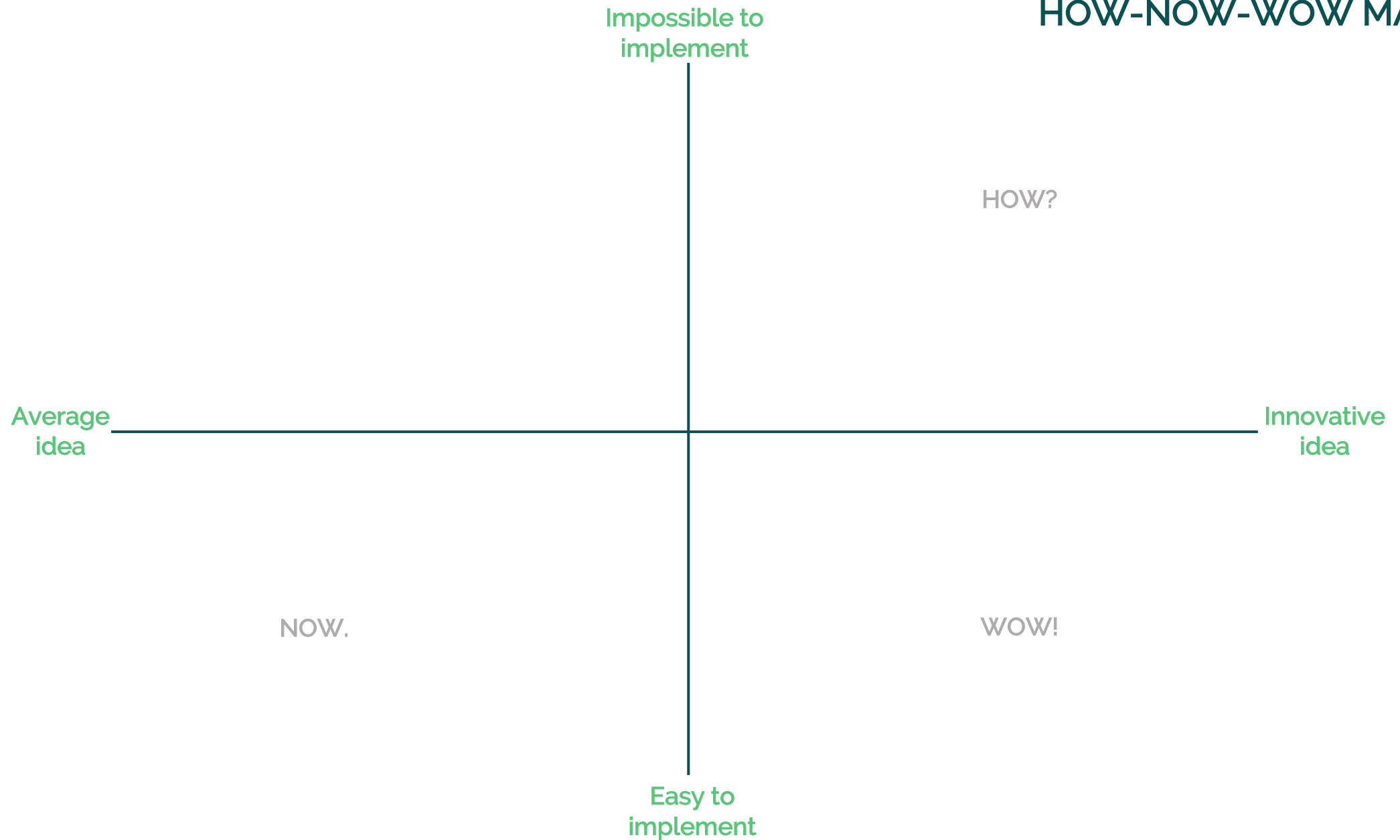


Instructions:

1. Print out the worksheet once or draw it on a flipchart
2. Write down all your ideas on post-its and place them in the matrix according to their level of innovation and how easily they can be implemented
3. Everyone has three voting-dots to vote for their three favorite ideas. Ideally, the ideas in the “wow” and “how” fields should have the most votes.

HOW-NOW-WOW MATRIX



Adapted from How-now-wow matrix; Insights Selector Tool, Board of Innovation
(2020): <https://www.boardofinnovation.com> [Accessed: 20/12/2020]

