

# IDEATE

Ideation is the process of idea generation. It represents a process of “going wide” to provide the fuel for building prototypes and driving innovative solutions. We ideate to harness the collective perspectives and strengths of our teams.

The most important aspect of a brainstorm is the How-Might-We (HMW) question. Find a question that is broad enough that there are a wide range of solutions but narrow enough that the team has some bounds to bounce off of. For example, between the too narrow “HMW create a cone to eat ice cream without dripping” and the too broad “HMW redesign dessert” might be the properly scoped “HMW redesign ice cream to be more portable”.

As the facilitator it is also your task to keep the ideas flowing. If the group is getting stuck, adjust the HMW statement to get the group thinking in another direction, or add a constraint that may spark ideas. “What if it had to be round?”, “How would superman do it?”, “How would your spouse design it?”, “How would you design it with the technology of 100 years ago?”

**MY PERSONAL GOAL** (e.g. lose 10 pounds, stop smoking, golf more):

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**HMWS** (write down three HMW statements to start a brainstorm on your personal goal):

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**MY ORGANIZATION GOAL:**

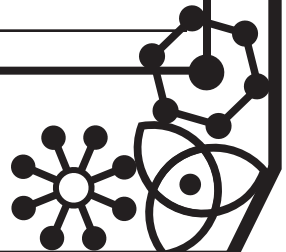
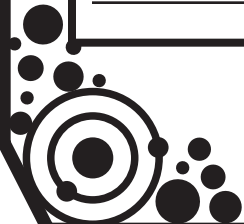
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**HMWs:**

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**5 Sketch at least 5 ways to work on your personal goal.**



write your problem statement above

**6 TONIGHT, I will take this step towards my personal goal:**

