

“HOW MIGHT WE” QUESTIONS

# TURN YOUR PERSPECTIVE INTO ACTIONABLE PROVOCATIONS

HEADLINE YOUR CURRENT INSIGHT OR POINT-OF-VIEW HERE

## AN EXAMPLE

Imagine you are in the ice cream business and you have the insight that:

**“Licking someone else’s ice cream cone is more tender than a hug.”**

You might create the following How-Might-We questions:

### *Amp up the good:*

HMW make the “tandem” of ice cream cones?  
HMW make an ice cream parlor the perfect first date venue?

### *Focus on emotions:*

HMW help a father shows his love to his daughter with an ice cream cone?  
HMW design an ice cream cone to say goodbye?  
HMW make the “I’m sorry” ice cream experience?

### *Take it to an extreme:*

HMW make a mourning ice cream experience?

### *Explore the opposite:*

HMW make solitary-confinement ice cream?

### *Question an assumption:*

HMW share ice cream without a cone or cup?

### *Create an analogy from insight or context:*

HMW make ice cream like a therapy session?

### *Focus in on an element:*

HMW amplify and celebrate the dripping of an ice cream cone?

AMP UP THE GOOD AND FOCUS ON EMOTIONS

TAKE IT TO AN EXTREME AND EXPLORE THE OPPOSITE

FLIP ASSUMPTIONS AND ANALOGY AND FOCUS IN