

Name	How-Now Wow matrix
Brief Description	<i>A How Now Wow matrix is an idea selection tool that helps groups to brainstorm, plan ideas, and organize their thoughts collaboratively.</i>
Methodology	<p>A 2-by-2 matrix is drawn, where the X-axis denotes the originality –or novelty- of the ideas, and the Y-axis shows the ease of implementation. Quadrants are labelled as How, Now and Wow:</p> <ul style="list-style-type: none"> • The How represents ideas that are innovative, but difficult to implement so they are not yet feasible, but might be worth considering as future goals. • The Now represents unoriginal ideas that already exist, are familiar and with proven positive results. • The Wow represents new ideas that are easy to implement and executable ideas that can be actualized. • First of all, participants are prompted to write down their ideas on the selected topic for discussion on large paper charts. They are given 3 sticky dots of 3 different colors. • Then, they are asked to vote for the three best ideas on each selected category. • A facilitator counts the dots under each idea to categorize it. The highest number of dots of a certain color categorizes the idea under that color. Virtual format possible.
Estimated planning time needed:	0-1h
Objective	The matrix categorizes ideas based on their originality and the ease of implementation.
Time estimated:	10 - 30 min
Composition of audience:	All audiences suit this format
Experience level required:	All audiences suit this format
Number of audience:	10 - 40
Level of complexity and possible challenges	Low- The presenter should have minimum knowledge and organisational skills.
Picture	