

# 1. METHOD                      HOW NOW WOW

**Area of CoP Activity:**                      Learning and Developing Practice

**CoP Lifecycle Phase:**                      Inquire  
Design

**CoP Success Factor:**                      Sharing Best Practice  
Learning  
Strategy



**EIGE Step:**                                      Step 1: Getting Started  
Step 6: What comes after the GEP

**Group Size:**                                      1-30 participants

**Difficulty Level:**                                      Three crown icons of varying shades of gray, indicating a high difficulty level.

**Time Needed:**                                      Three clock icons of varying shades of gray, indicating a time requirement of approximately 30-45 minutes.

**Facilitator Preparation:**                      Three book icons of varying shades of gray, indicating a need for reading or research preparation.

**Participant Preparation:**                      Three pencil icons of varying shades of gray, indicating a need for writing or drawing materials.

**Description:**                                      How Now Wow is a tool that helps select ideas and leading to new pathways by giving ideas a chance that are unfamiliar but more original and creative.

**More Information:**                                      <https://gamestorming.com/how-now-wow-matrix/>

# HOW NOW WOW<sup>1</sup>

## Short description

How Now Wow is a tool that can be used after idea generating activities, to sort through the different ideas that have been developed. It is especially helpful to avoid choosing ideas and options that are familiar but to really find the best idea or solution.

## When to use

This method is best used after other activities that aim at generating ideas such as Brainstorming. It is also helpful if ideas have been developed and it's difficult to decide which one to pursue further. People usually tend to follow paths they're comfortable with and end up choosing ideas they're familiar with. To not follow this path and to make bolder decisions, the How-Now-Wow is a helpful tool.

## How to

### A: Brief explanation

The basic idea is to categorise the ideas that have been developed either via previous activities or just simply by a discussion. Each of the methods will be categorised by the participants with the help of coloured sticky notes. One colour stands for "Now", which should be used for methods that are "usual" and easy to implement. Another colour stands for "How" which addresses original, creative ideas that are impossible to implement. The third colour stands for "Wow" which is for original/ creative ideas that are easy to implement. Based on the rankings, the group will then have a couple of ideas in each category. The group will focus on the "Wow" ideas but should keep the ideas of the other categories as well ("Now" to implement immediately and "How" to keep in mind for the future).

### B: Detailed step-by-step guide

To prepare for this activity, the facilitator of the session needs to draw a 2x2 Matrix (see template below), where the X-axis is the originality/ creativity of an idea and the Y-axis resembles how hard/ easy it is to implement it. The quadrants should be labelled according to the categories "Now", "How", "Wow" with assigned colours.

"Now": Those are basic, normal ideas, that can be implemented easily. These ideas serve to find solutions for gaps in processes, which usually results in additional benefits.

"How": Ideas in this category are creative and original ones which cannot be implemented (at least at this point). Ideas like such have a big impact. The implementation of those ideas is not possible given the current circumstances.

"Wow": Those ideas are creative and original ideas as well but can be implemented easily. Those ideas have the potential to really change something and are implementable within the current situation.

-When working with this method face-to-face, the first step is to list all the ideas that have been developed on a big chart (or several).

-Each participant then gets 3 sticky notes in the three chosen colours (so 9 in total). Depending on the group size or the numbers of ideas, this can be adapted.

-The participants are invited to choose the 3 best ideas in each of the categories by sticking the coloured notes next to the ideas. The decisive factor here is not the total amount of notes stuck next to an idea, but which colour dominates. The idea then falls into this category. If it happens that there is a tie (e.g. 5 for "Now" and 5 for "Wow", then it falls under "Now", if it is 5 for "How" and 5 for "Wow" it goes to "Wow").

-The "Wow" ideas are the ones you will keep working on, which doesn't mean that the other ideas that "won" in the other

<sup>1</sup> <https://gamestorming.com/how-now-wow-matrix/>

categories should be thrown out, because the “Now” ideas can be implemented ad-hoc whereas the “How” ideas might be an option for the future.

This activity is adaptable and can be used in online meetings as well. The matrix can be easily shared with others via a doc, Whiteboard or Mural. Participants can then either via chat or directly in the document categorise the ideas. Other than that, the activity follows the same steps as it would in a face-to-face meeting.



**Additional ideas / information:**

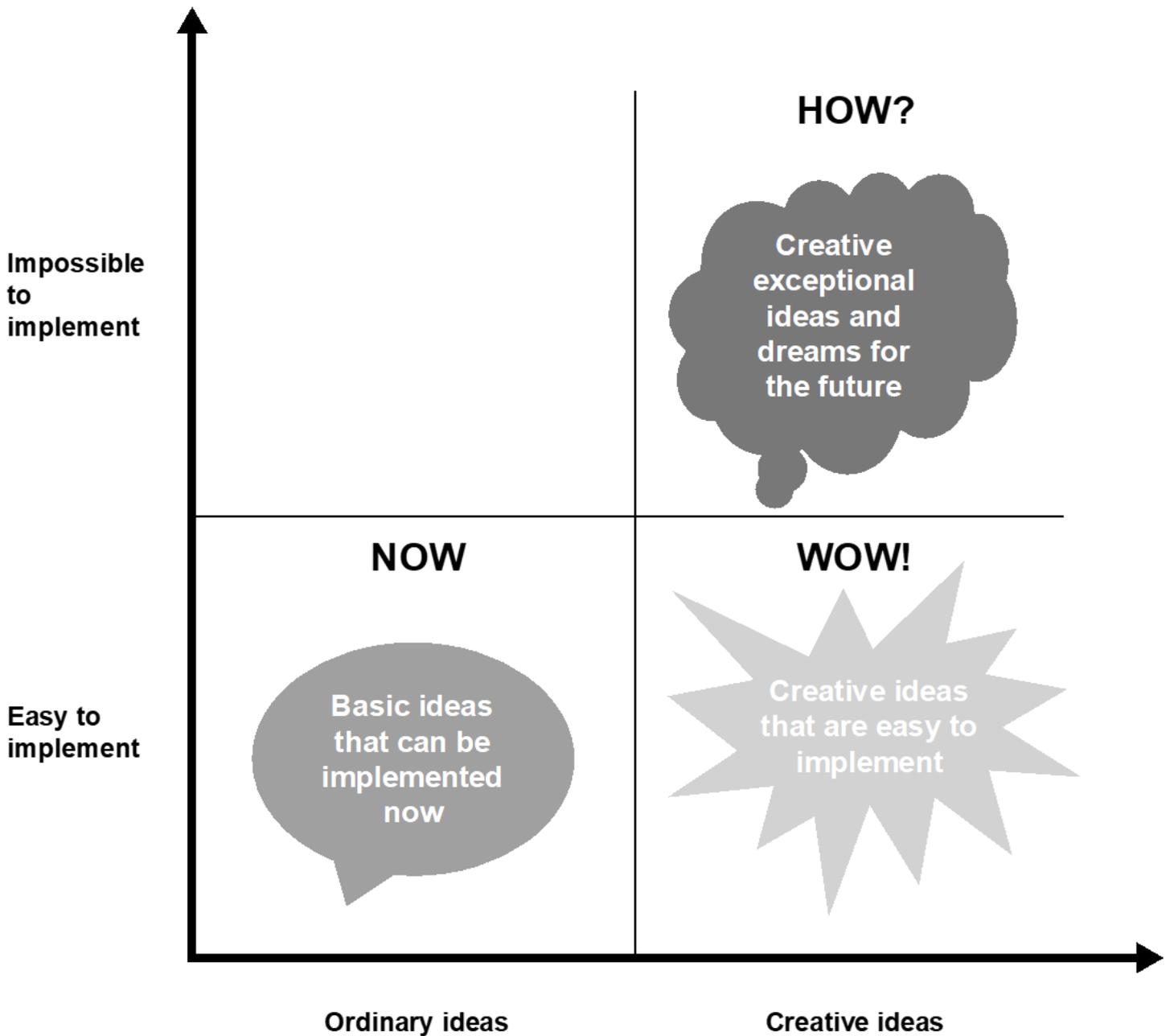
- This activity is a follow-up activity to idea generating activities, so it's best used after one of those activities.
- If the number of idea is very high/ low, participants should receive more/ fewer sticky notes.
- Especially if conducting this activity online, it might be helpful to appoint someone who takes note of all the ideas that have been identified.

Template:



Template

HOW NOW WOW



## REFERENCES

Gray, Dave 2011. How Now Wow Matrix. Available from: <https://gamestorming.com/how-now-wow-matrix/>.