

'HOW MIGHT WE' (HMW) BUILDER

Use this template to create provocative briefs to stimulate idea generation

ACTION you want to achieve (e.g. verb), **SUBJECT** to be influenced or affected, so that... **WHAT** you would like to ideally achieve (outcome)?

1. Action

redesign, encourage, improve, solve,...

2. Subject

millennials, HR managers, retired women

3. Outcome

frictionless, affordable, fun, engaging, ...

Example: HMW redesign the way young core workers in the UK access support to progress in their careers.