



Proposed time: 20 minutes

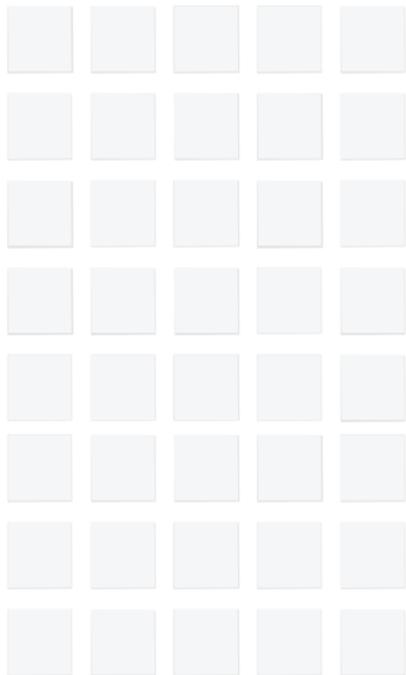
Step 3. COCD Box: How Now Wow Matrix

Objective:

Start thinking about potential solutions for your challenges and organise them into those you can implement easily, breakthrough ideas, and ideas for the future.

Instructions:

1. Brainstorm about possible ideas (>20) to approach your challenges and write them down on post its.
2. Each group member receives yellow, blue and red stickers. Individually select the "best" ideas and determine whether they are yellow (How), blue (Now) or red (Wow) ideas.
3. Arrange the COCD Box based on the majority of the color sticker on the idea.
4. Select the three most interesting ideas and finally develop three "Wow" ideas into three complete ideas. If necessary, several ideas can be combined into a single idea.



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then copy me!

