

How Might we.... *insight as a question*

so that... *your desired outcome*

Tips to write good How might we's

- ⊕ Start with the problems (or insights) you've uncovered during research
- ⊕ Avoid suggesting a solution in your How Might We statement
- ⊕ Keep your How Might We statements broad
- ⊕ Focus your How Might We statements on the desired outcome(s)
- ⊕ Phrase your How Might We statements positively