

# "HOW MIGHT WE" SENTENCE BUILDER

Learn the skill of capturing all problems into one sentence. If you can clearly define the problem like this, it is likely you can build a clearer solution. It is also easier to get people behind your vision.

The "How Might We" Sentence Builder is a tool that helps you define the **Action** (what you want to achieve - e.g. a verb), the **Subject** (who will be influenced/affected) and the **What** (the outcome you want to achieve).

## TOP TIPS

- Start with the problems (or insights you've already uncovered. You may have discovered problems or insights through using some of the other tools.
- Avoid suggesting a solution in your HMW (How Might We) sentence.
- Keep each aspect of your sentence broad.
- Focus your HMW sentences on your desired outcomes.

# “HOW MIGHT WE” SENTENCE BUILDER

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

## 1. ACTION

*Redesign, encourage,  
improve, solve...*

Add action here

## 2. SUBJECT

*Millenials, sales managers,  
retired women, CEOs...*

Add subject here

## 3. OUTCOME

*Frictionless, affordable,  
fun, engaging...*

Add outcome here

Example: How might we redesign the new client onboarding process for millenials to make it frictionless?