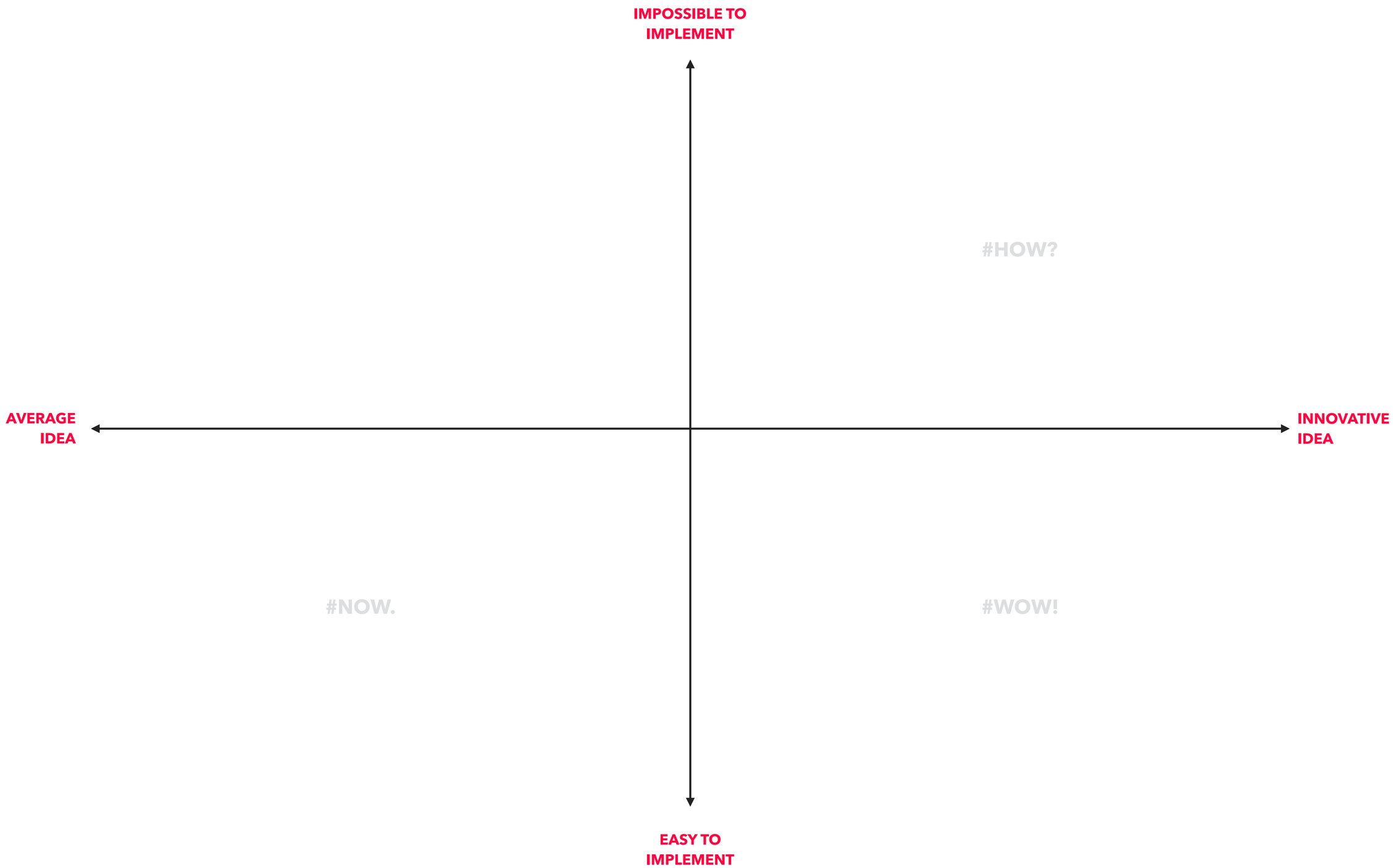
How-now-wow matrix

Team



board of innovation

About this tool
This tool was created by COCD. Find out more about this tool and CODC at www.cocd.org

The "How-now-wow matrix" helps you to map and rank your ideas based on the level of difficulty for your organisation to implement them, but also based on how innovation they are. *Wow* ideas are those that are most innovative but also easy to implement. *Now* ideas are those that are not so innovative and are also very feasible. *How* ideas are the ones that are very innovative but also difficult to implement, so might require further exploration.

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