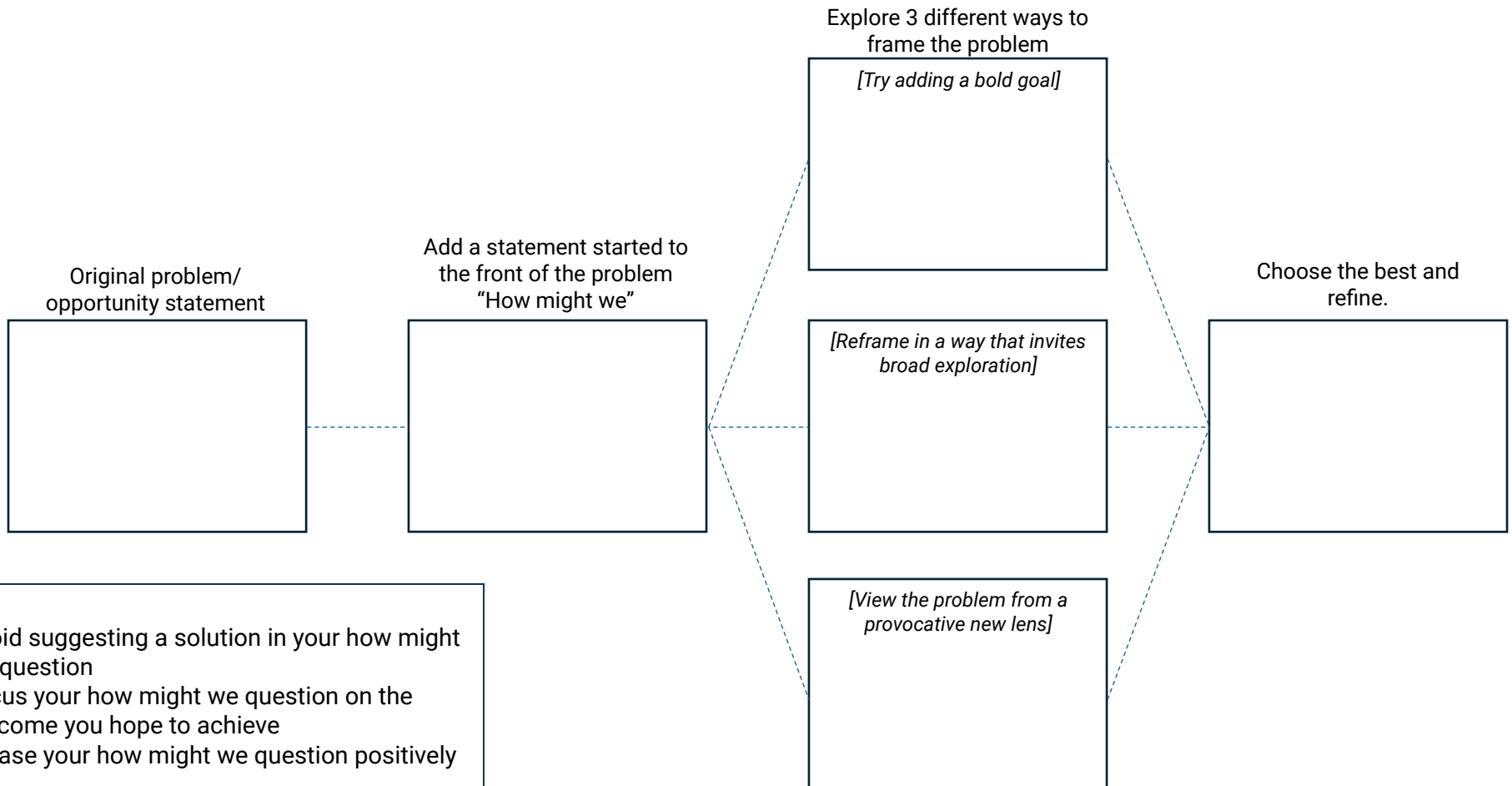


HOW MIGHT WE?

Developing a 'how might we' question is a way to write a problem state that invites broad exploration and reframes a challenge or problem to one that focuses on the opportunity within that challenge or problem. For example, if our problem is *participant drop-off following programming and before job placement*, our how might we question could be *how might we inspire more participants to engage with us between graduation and job placement?*

STEPS:

- Describe your problem or opportunity in a few words
- Put "how might we" in front of the description of your problem
- Explore 3 different ways to reframe the problem and choose the best.
- Refine and use it as a basis for brainstorming or establishing a new initiative.



TIPS:

- Avoid suggesting a solution in your how might we question
- Focus your how might we question on the outcome you hope to achieve
- Phrase your how might we question positively