



Clarify the Problem

Generate many creative questions or problem restatements about your goal/wish/challenge. Phrase your questions beginning with: “How to...? H2...?” “How might...HM...?” “In what ways might...IWWM...?” “What might be all the ways...WMBATW?” If you get stuck, try turning the key data you identified at the end of the Gather Data step of the process into creative questions.

1 H2...	2 HM...	3 IWWM...	4 WMBATW...	5 HMI...
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31	32	33	34	35
36	37	38	39	40

This is the Highlighting technique that we did in the video. However, in the video we used Post-its®. Here is a way to do highlighting when you are not using Post-its®.

Select the most promising and intriguing creative questions to consider. Look through your list of “hits.” Cluster the “hits” that relate to each other. List the numbers of the hits that make up your cluster below.

CLUSTER 1 _____

CLUSTER 2 _____

CLUSTER 3 _____

CLUSTER 4 _____

Look over your clusters. What does each one mean to you?
In other words, what does each cluster represent?

List below what each cluster represents to you as a problem statement beginning with the statement starters, “How to...? H2...” “ How might I...? HMI...?” “In what ways might I...? IWWMI...?” or “What might be all the... WMBAT...?”

CLUSTER 1 REPRESENTS: (IWWMI: HMI: H2: WMBAT:)

CLUSTER 2 REPRESENTS: (IWWMI: HMI: H2: WMBAT:)

CLUSTER 3 REPRESENTS: (IWWMI: HMI: H2: WMBAT:)

CLUSTER 4 REPRESENTS: (IWWMI: HMI: H2: WMBAT:)

Select the cluster that stands “head and shoulders” above the others, or synthesize the essence of several clusters together to create a creative question that best identifies the challenge you want to work on now. Write it below.

IWWMI: HMI: H2: WMBAT:
