



3x3x3 Matrix

This tool allows a collective creation of a series of individual ideas considering the creative input of the team members.

Instructions

	1	2	3
Person N°1			
	1	2	3
Person N°2			
	1	2	3
Person N°3			

- (1) Hand out a 3x3x3 matrix, a paper set and a pen to each team member.
- (2) Based on the defined innovation challenge, each team member shall propose three solutions and write them down on the upper row of the matrix (Member N°1) within a three minute period of time.
- (3) Each team member exchanges his/her sheet with the member to his/her left. Within three minutes, three new proposals shall be written down on the middle row of the matrix (Member N°2). These new proposals should complement the first ideas that came up.
- (4) Once again, repeat the action on the last row of the matrix (Member N°3).
- (5) There are 9 ideas on each matrix. Jointly, think and discuss the ideas and debate on how could they be complemented and clustered.