

# Morphological matrix



## What is this?

This is a fast and simple way for the group to break down the innovation challenge or a strong idea into its component parts, consider these parts separately and then recombine them to find new solutions. It is a process of deconstruction and then reconstruction.

# How it works

## Step 1

Let's start by defining an attribute and an item.

**An attribute:** This is a component part of the challenge or an idea; so if the challenge was to come up with ideas for a team event, attributes might be the Theme, Location or Music.

**An item:** This is the answer to the question and sits underneath the attribute. Two items that may fit into the Location attribute are 'In a boat' or 'On a rooftop terrace'.

Attributes	Theme	Location	Music
Items	Wild West Science Film stars 1960s Black tie	Boat Rooftop terrace By a pool At home In a shop window	Jazz band Pianist Karaoke DJ Gospel choir

## Step 2

Working as a group, ask everyone to discuss and note down all the attributes for the challenge or the strong idea such as Theme, Location or Music.

## Step 3

As a group, decide which are the most interesting attributes (3 or 4 is typically enough) or those that make most sense given the challenge.

## Step 4

Now as a group, note down all the possible items under each attribute, such as 'Wild West', 'Science' or 'Film stars' under the Theme attribute.

A good tip is to make sure that the items have a mixture of safe ideas and outrageous or unusual ideas. To achieve this, ask the group to focus on the attribute.

For example, when they are thinking about Themes, just think about all of the types of Themes that there are for a party; don't think about a Theme that is appropriate for a team event.

## Step 5

Now get the group to link up an item from each attribute that seems to fit together. Then link up items more randomly to create inspiring new ideas.

Following the example, the next team event could be a Wild West party in a shop window with a gospel choir!

Attributes	Theme	Location	Music
Items	Wild West Science Film stars 1960s Black tie	Boat Rooftop terrace By a pool At home In a shop window	Jazz band Pianist Karaoke DJ Gospel choir

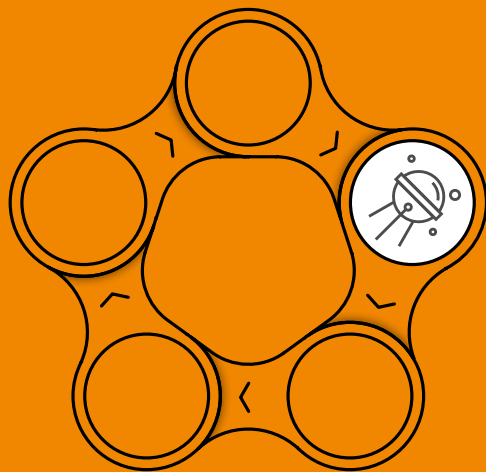
Outcome 1

Wild West party in a shop window with a gospel choir

## Why it works

By focusing on the component parts and removing the context, the Morphological Matrix allows the group to very quickly reveal some novel combinations that would not have been reached through brainstorming.





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