Exhale –
The Family Caregiver Initiative
Workshop Series

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Creative Problem Solving (CPS) is a structured process for solving problems or finding opportunities especially when you want to go beyond conventional thinking and arrive at creative (novel and useful) solutions.

Project: A temporary endeavor undertaken to create a unique product, service or result

— PMI
Objectives

- Build the skill set, tool set, and mind set of creative leadership and project management competencies

- Strengthen collaborations to establish new respite programs for caregivers of the elderly

- Equip participants to apply CPS and PM principles to lead the project proposal process in support of new respite programs for caregivers of the elderly

- Increase team synergy and performance and to foster a work climate that draws maximum potential from each team member - FourSight

The Dynamic Balance

**Divergent Thinking**

A broad search for many diverse and novel alternatives. NOVEL

**Convergent Thinking**

A focused affirmative evaluation of alternatives. USEFUL
For the Creative Process to be Effective

“A Story About Quantity

“So, how many pictures did you take?”
“About three.”
“About three?”
“Yes about 3,000.”

“I show the bride and groom about 900. They pick about 50.”

That’s less than 2% of all the pictures taken!

Think about ideas as wedding photos.
The Thing About Ideas...

Ideas don’t have feelings, people do!

Follow the rules!

Groundrules for Divergent Thinking:

- Defer judgment
- Strive for quantity*
- Build on other ideas
- Seek novelty

*Wedding pictures!
Let’s Practice

Say your idea out loud
Write your idea in the chat

Idea Quota: 30 ideas in 2 minutes

#weddingpictures

What might be all the ways to improve a suitcase?
How many ideas?

What's with the pictures?
“Let’s get one thing clear right now, shall we? There is no Idea Dump, no Story Central, no Island of the Buried Bestsellers; good story ideas seem to come quite literally from nowhere…two previously unrelated ideas come together and make something new under the sun.”
- Stephen King

The goal is to force a connection between two totally unrelated things, the prop and the problem, to stimulate thinking and create more ideas. These new ideas are often more novel and unusual.
Connecting to your work

Word Dance: Musical Chairs with Words

Divergent tool to generate substitute phrases, nouns, verbs for alternative meaning-making and representation.
Home Sweet Home

Abode  Domicile  Kingdom
Apartment  Dorm  Mansion
Cabin  Duplex  Palace
Castle  Estate  Quarters
Chateau  Harem  Refuge
Convent  Homestead  Retreat
Coop  Hostel  Studio
Cottage  Hotel  Teepee
Crib  Hovel  Tent

Word Dance - Let's Practice

What might be all the other words you can use instead of shoes?

What might be all the words describe confusion?

List all the names for where meals are sold and bought.
Ready Set Diverge!

What might be all the other words to describe RESPITE?

Remember the ground rules
Let's go for 20 ideas in three minutes
If you get stuck, look around
Write it in the chat
Say it out loud
How many words?
What might be all the needs of caregivers in your community?

Remember the ground rules
Let’s go for 20 ideas in three minutes
If you get stuck, look around
Write it in the chat
Say it out loud
How many needs?
Highlighting lets you narrow from many to a few good options. **Hits** lets you choose ideas that are especially interesting, promising, compelling, intriguing, innovative or on-target. **Clustering** organizes your hits into groups, categories or themes. **Restating** captures the essence of the cluster.

**Groundrules for Convergent Thinking:**
- Apply affirmative judgment
- Be open to novelty
- Be deliberate
- Stay on course
### Highlighting

#### Mark the “Hits”
- Interesting
- New insight
- Workable
- Solves the problem
- Promising direction
- Feels good in your gut

#### Cluster
Cluster the related “hits” together

#### Restate
Restate the cluster to capture the essence

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### Back to the suitcase!
Highlighting

HIT  CLUSTER  RESTATE

Back to the Suitcase – H/C/R

- Tech Features
- Storage and compartments
- Accommodating
- User experience
- Kid friendly
The Modobag: 150W electric motor; Top speed 8 mph; Rechargeable battery; Six-mile range; GPRS-GSM real-time locator; USB Port to Charge your mobile devices.
The more effective PROBLEM SOLVER separates IDEATION from EVALUATION

What to expect
### The Creative Process (Problem)

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<th>Ideate</th>
<th>Develop</th>
<th>Implement</th>
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<td>Generating ideas</td>
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### Tools...and Techniques

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**Highlighting**: Dynamic Balance
PM - Process Groups

Why

INITIATING

What & How

PLANNING

Do it

EXECUTING

Did it

MONITORING & CONTROLLING

CLOSING

PM - Processes & Knowledge Areas

- Initiating: Integration, Resources
- Planning: Scope, Communications
- Executing: Schedule, Risk
- Monitor & Controlling: Cost, Procurement
- Closing: Quality, Stakeholder

I saw Scott’s car quickly ram Carl’s rear passenger side.
FourSight
Wrestle with the problem, not the people

Individual

Team

Going Forward

Facilitation
Workshop Series

- Workshop #1: 10K CPS Overview - Jan 5, 2022 (9:00am-12:30pm)
- Workshop #2: Clarify and Ideate - Jan 26, 2022 (9:00am-12:30pm)
- Workshop #3: Develop and Implement - Feb 15, 2022 (1:00-4:30pm)
- Workshop #4: PM Principles - March 8, 2022 (1:00pm-4:30pm)
- Workshop #5: Facilitated Ideation Session for new program ideas
  - March 28, 2022 in Ann Arbor (1:00pm-4:30pm)
  - March 30, 2022 in WNY (9:00am-12:30pm)
- Family caregiver facilitated focus group input sessions
  - January & February 2022
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Taking It Home

New
Interesting
Useful
Intriguing

Potential uses
Applications
Creativity Etiquette

It is considered a crime against nature to diverge and converge at the same time.

Thank You!

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NYS WBE
2019 SBA Home-Based Business of the Year