A Case for Creativity: The 10K Overview

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Agenda

- Traits of the creative problem solver
- The dynamic balance: divergent and converging thinking
- 10K CPS
- A few Zoom and thinking tools
- Talk, teach, try
- Debrief for application
- What to expect next
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
Creative Problem Solvers

Openness to **Novelty**
Being able to entertain ideas that at first seem outlandish and risky

**Tolerance for Ambiguity**
Being able to deal with uncertainty and to avoid leaping to conclusions

**Tolerance for Complexity**
Being to stay open and persevere without being overwhelmed by large amounts of information, interrelated and complex issues, and competing issues

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Creativity & Creative Problem Solving

Providers are faced with the task of finding solutions to **new, ongoing, difficult, complex, ambiguous, unexpected** and perhaps even, **repeat** problems in the respite services you provide or desire to provide caregivers.

The challenge: **How to problem solve?**
The good news: **Creativity can be taught!**
Anyone can learn to be deliberately creative and arrive at novel and useful solutions...**on demand!**
Creative Problem Solving

**Creative** specifies elements of newness, innovation, novelty and usefulness.

**Problem** refers to any ill-defined situation that presents a challenge or offers an opportunity.

**Solving** means devising ways to answer, meet, or satisfy a situation that you want to and can act on.

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Operational Terms

- **Creativity**: Novelty that’s valuable and useful
- **Innovation**: Capturing the value of creativity and bringing it to life
The Creative Process (Problem)

Clarify | Ideate | Develop | Implement

Exploring the vision & identifying the challenge | Generating ideas | Transforming solutions & bringing ideas to life | Exploring acceptance & formulating a plan

Tools... and Techniques

Clarify
- Vision Boarding
- WIBNI
- Creative Questions

Ideate
- Brainstorming*
- Brainwriting
- Forced Connections*
- Word Dance*
- Excursion

Develop
- PPCO
- Paired Comparison
- Card Sort
- Evaluation Matrix

Implement
- Assisters/Resisters
- Sequencing

Highlighting
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 ≠ actions
- Ideas ≠ decisions
- Ideas ≠ conclusions
- Ideas ≠ feelings

Ideas don’t have feelings, people do!
Ground rules for Divergent Thinking:

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

*Wedding pictures!

Let’s Practice

01 02 03 04

- Defer judgement
- Go for quantity
- Build on the other ideas
- Seek novelty

Let’s see if we can get 40 ideas in 2 minutes
What might be all the improvements to a bathtub?

How many ideas?
What’s with the pictures?

The Third Thinking Skill

- Divergent thinking
- Convergent Thinking
- Combinent Thinking
“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.
Reaction?

The Dynamic Balance

Divergent Thinking
A broad search for many diverse and novel alternatives. **NOVEL**

Convergent Thinking
A focused affirmative evaluation of alternatives. **USEFUL**
**Highlighting: Hits, Cluster, Restate**

- 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

HIT  CLUSTER  RESTATE
Mural

From the Learning Community Ideation...

What might be all the ways to get caregivers comfortable using technology?

Guidelines for convening
- Make information available
- Be inclusive
- Be accessible
- Be interactive
- Don’t be intimidating

HIT

CLUSTER

RESTATE

Back to the bathtub!
Back to the Bathtub – H/C/R

- Tech Features
- Ambiance
- Portable
- Repurpose
- Accommodating

Bocarly 54" Folding Bathtub with Lid and Foot Massage & Efficient Maintenance Of Temperature Bath Tub Spa with Curved Pillow For Adult
The more effective **PROBLEM SOLVER** separates **IDEATION** from **EVALUATION**
Visionary thinking refers to the process whereby we activate our insight and imagination, connect with our values and sense of purpose and with the help of guided imagery, create images of a desired future state.
01

Grab a sheet of paper and something with which to write

Questions to generate goals/wishes/challenges/visions

02

Ownership
Motivation
Imagination

Selecting a goal/wish/challenge/visions
Circle the goal/wish/challenge/vision that has three check marks by it.

Selecting a goal/wish/challenge/vision

It would be great if... I wish...

Phrase your goal/wish/challenge/vision
Story Boards aka Vision Boards

- Locate a piece of paper and write your idea somewhere as a header starting with...It would be GREAT or I WISH...
- Fold in half length wise and then in thirds
- Label your boxes 1 – 6, starting in the upper left and ending in the lower right
- In box #1, draw the current reality
- In box #6 draw the desired vision
- In boxes 2 - 5, generate (in pictures) actions to get you to the desired outcome

Exploring the Vision

Connect with your breakout room partners

Either...share a board or think of applications to your work.
Reaction?

Story Boards aka Vision Boards
Imagine it is six months from now…
Write a letter to your future self/team about your goal statement or wish statement.

Divergent Thinking

Ideate

Broad search for multiple and varied novel and useful solutions
Divergent Thinking

Ideate

- Broad search for multiple and varied novel and useful solutions

Clarify

- Formulate or reframe the challenge in multiple and varied ways in order to decide what problem will be solved

THE CREATIVE PROCESS

Clarify  Ideate  Develop  Implement

- Exploring the vision & identifying the challenge
- Generating ideas
- Transforming solutions & bringing ideas to life
- Exploring acceptance & formulating a plan

Dynamic Balance
The Power of Language

- I have no “me time”!
- It's too expensive
- This is impossible!
- They always fight me on this.

<table>
<thead>
<tr>
<th>How to carve out 15 minutes in my day?</th>
</tr>
</thead>
<tbody>
<tr>
<td>How might we share the cost?</td>
</tr>
<tr>
<td>In what ways might we break this down into smaller tasks?</td>
</tr>
<tr>
<td>What might be all the ways to influence them?</td>
</tr>
</tbody>
</table>

Creative Questions

- How to (H2)...
- How might (HM)...
- In what ways (IWW)...
- What might be all the (WMBAT)...

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I don’t have the money for a TV!

Brainstorm Creative Questions:

I don’t have the money for a TV!

- H2 stream on my laptop?
- HMI convince my roommate to put his TV in the common living room?
- H2 convince mom to let me take the TV out of the upstairs TV room?
- WMBAT ways I can get money for a TV?
- HM I be otherwise entertained?
- H2 find someone to lend me a TV for the year?
- IWW might I get the RA to suggest TVs for every dorm room?
- H2 highlight related benefits/uses to mom and dad?
I don’t have the money for a TV!

What might be all the ways I can get money for a TV?

The problem that gets identified is the problem that gets solved.
How might this help you gain clarity in your challenges?

THE CREATIVE PROCESS

Clarify       Ideate       Develop       Implement

Exploring the vision & identifying the challenge
Generating ideas
Transforming solutions & bringing ideas to life
Exploring acceptance & formulating a plan
Ideate: Generating Ideas

Brainstorming/Brainwriting/IdeaBoardz

Forced Connections/Excursions

Remember the ground rules!

Stick’em Up Brainstorming

- Grab a marker and Post-it pad
- Write your idea on a Post-it
- Say your idea out loud so that others can hear it
- Hand your Post-it up to Teresa (facilitator)
- One idea per post-it

Let’s go for 20 ideas in three minutes
Brainwriting – Write 3 and GO
THE CREATIVE PROCESS

Clarify  Ideate  Develop  Implement

- Exploring the vision & identifying the challenge
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Let me tell you about my friend...
The Mop-Romper

H2 provide feedback without crushing the idea or originator?

Hey, manager, I’ve got a great idea!

Why don’t we sell our team and move to a different city? That’s what everyone else is doing.

We could sell our team and get a fresh start in a new city.

I’ve got a better idea... Why don’t we keep our team and have Bell run it?

The next time I get a great idea, I’ll keep it to myself!
Pluses, Potentials, Concerns, Overcoming Concerns (PPCO)

01 02 03 04

Pluses
Find value in the idea – express what you like about it.

Potentials
What opportunities might be possible if the idea worked? (It might…)

Concerns
Present issues as creative questions to invite new thinking. (H2)

Overcoming Concerns
Brainstorm ways to overcome stated challenges.

The Mop Romper

Pluses

Potentials
- It might

Concerns - H2

Overcoming Concerns
THE CREATIVE PROCESS

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Assisters and Resisters

Assisters
Who might help make this work?
HM we enlist their help?

Resisters
Who might this rub against?
HM we overcome their resistance?
### Sequencing

<table>
<thead>
<tr>
<th>What’s being done?</th>
<th>Who will do it?</th>
<th>By when?</th>
<th>Support/Report?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Term Actions</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Intermediate Actions</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Long Term Actions</td>
<td>•</td>
<td>•</td>
<td>•</td>
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</tbody>
</table>

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Warm Ups

- To briefly train the tool we will be using
- To “sanction” the time for speculation
- To create a judgment free zone
- To prep for the “real” work!

Imagine you just found out you are having triplets. What are all the things you will need to do to get ready for their arrival?
The Creative Process (Problem) - 10K

Clarify   Ideate   Develop   Implement

Exploring the vision & identifying the challenge
Generating ideas
Transforming solutions & bringing ideas to life
Exploring acceptance & formulating a plan
# 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)
- **Family caregiver facilitated focus group input sessions**
  - January & February 2022
- **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)
Facilitation of Focus Groups

Project idea and proposal development!
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- Traits of the creative problem solver
- The dynamic balance: divergent and converging thinking
- 10K CPS
- A few Zoom and thinking tools
- Talk, teach, try
- Debrief for application
- What to expect next

Taking It Home

New
Interesting
Useful
Intriguing

Potential uses
Applications
Did we whet your appetite for Creative Problem Solving?

YES! Feed me more!

Yes, and like using chopsticks I’ll need practice.

Yes, and like eating an oyster I am a little nervous.

Not sure yet how hungry I am yet.

Creativity Etiquette

It is considered a crime against nature to diverge and converge at the same time.
Thank You!
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2019 SBA Home-Based Business of the Year