Clarify - Visioning and identifying the challenge

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Big Picture 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
Today’s Objectives

- Recap
- Learn about stages in the CPS process – Clarify
- A little about visioning…ownership, interest and motivation
- Experience Brainstorming to clarify and identify challenges
- Learn, practice, apply

A real life challenge
The more sophisticated PROBLEM SOLVER separates idea GENERATION from idea EVALUATION
Divergent Thinking
Forced Connections
Brainstorming
Convergent Thinking
Highlighting

Remember the divergent guidelines

01 Defer judgement
02 Go for quantity
03 Build on the other ideas*
04 Seek novelty

*Creative questions
Stand Up & 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
- Stick your Post-It
- One idea per post-it

Let’s go for 20 ideas in three minutes
Groundrules for Convergent Thinking:

- Apply affirmative judgment
- Be open to novelty
- Be deliberate
- Stay on course

Highlighting

- HIT
- CLUSTER

RESTATE*

*Restate the essence as an action (ideate) or as a creative question (clarify)
Creativity Etiquette

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

Any uses, applications, or questions from last time?
On to today's work!

Divergent Thinking

**Ideate**
- Broad search for multiple and varied novel and useful solutions

**Divergent Thinking**

**Clarify**
- Formulate or reframe the challenge in multiple and varied ways in order to decide what problem will be solved
February 25, 2024. Family Caregiver Network – FCN, a dedicated streaming channel helps African American family caregivers get the information they need - anytime, anywhere, on demand.

Finally, an on demand dedicated streaming channel that meets the needs of African American family caregivers in Detroit! This channel provides targeted culturally relevant information including updates on community and entertainment events and content related to health, news and lifestyle programs that educate, inspire and helps to transform lives.

In our work, these terms are acceptable to be used interchangeably:
African American
Black
People of color
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

Clarify: Exploring the Vision

Purpose: Develop a vision of a desired outcome.

Cognitive Thinking Skill: Visionary and Wishful Thinking
Articulating a vivid image of what you desire to create.

Affective Skill: Dreaming
Imagining as possible your desires and hopes.

Exploring the Vision objective Desired State
It would be great if . . . I wish that . . .
Visionary and Wishful Thinking

It would be great if...

I wish that...

Visionary and Wishful Thinking

It would be great if...

I wish that...

Exhale FCI Workshop Exercise

I wish...
  ♦ There was a streaming Netflix-like channel for African American caregivers
  ♦ Channel has a variety of programs/content/genres
  ♦ Meets the diverse cultural needs of Black caregivers
  ♦ Provides respite in and out of the home
  ♦ Provides a way for community organizations to reach caregivers with information and resources

It would be great...
1. Aids in reducing stress and burnout
2. Available 24/7
3. Transforms the way caregivers receive, access, and interact with health information
4. Has entertaining, engaging, and inspiring content
5. Was informative and educational
6. Provided helpful resources
7. Addressed chronic disease and health disparities
8. Channel could be “prescribed” to caregivers by doctors, therapists
9. Is a one-stop-shop for caregivers
10. Is trusted, reliable, credible, and respected
Ownership

Put a thumbs up by all the items over which you have some OWNERSHIP, or some decision-making authority, in other words, you can act without permission from others.

Motivation

Put a smiley face by all the items over which you are MOTIVATED to do something about. You would like to act or begin on within the next three weeks to three months.
Put a heart by all the items that you would like to use some IMAGINATIVE thinking on. You are open to new ideas. You want some fresh approaches.

Hone in on the one statement that captures your imagination and gets you excited, or is most descriptive of your desired future in regard to the present situation.
Visionary and Wishful Thinking

It would be great if ...

I wish that...

- there was a Netflix like streaming channel for African American family caregivers
- channel has a variety of programs/content/genres
- meets the diverse, cultural needs of Black caregivers
- provides respite in and out of the home
- provides a way for community organizations to reach caregivers with information and resources

It would be great...

- if the channel had entertaining, inspiring, culturally relevant, informative, and educational content, was accessible 24/7 in and out the home, and instrumental in helping improve and restore caregivers’ vitality, health and well-being
  1. aids in reducing stress and burnout
  2. available 24/7
  3. transforms the way caregivers receive, access and interact with health information
  4. has entertaining, engaging and inspiring content
  5. was informative and educational
  6. provides helpful resources
  7. addresses chronic disease and health disparities
  8. content/channel could be “prescribed” to caregivers by health care professionals

Visionary and Wishful Thinking

It would be great if the Family Caregiver Network – FCN, a Netflix like streaming channel for African American family caregivers existed that had entertaining, inspiring, culturally relevant, informative, and educational content, was accessible 24/7 in and out the home, and instrumental in helping improve and restore caregivers’ vitality, health and well-being.
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

Clarify: Identify the Challenge

Purpose: Identify the gaps that must be closed to achieve desired outcome.

Cognitive Thinking Skill: Strategic Thinking
Identifying the critical issues that must be addressed and pathways needed to move toward desired future.

Affective Skill: Sensing Gaps
Become consciously aware of discrepancies between what currently exists and is desired or required.

How to…? In what ways might…? How might…? What might be all the…?
Turn and talk –
Share an experience/a time when the wrong problem was solved or people saw a problem very differently.

“A problem well-defined is half solved.”

- John Dewey
## The Power of Language

<table>
<thead>
<tr>
<th>Statement</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have no “me time”!</td>
<td>How to carve out 15 minutes in my day?</td>
</tr>
<tr>
<td>It’s too expensive.</td>
<td>How might we share the cost?</td>
</tr>
<tr>
<td>This is impossible!</td>
<td>In what ways might we break this down into smaller tasks?</td>
</tr>
<tr>
<td>They always fight me on this.</td>
<td>What might be all the ways to influence them?</td>
</tr>
</tbody>
</table>

### The first four statements block your thinking.

The four questions open your mind to the possibility of solving the problem. They provoke you to think about ideas that might solve the problem.
Creative Questions

How to (H2)...

How might (HM)....

In what ways (IWW)...

What might be all the (WMBAT)....
What is a Creative Question?

- Another way to look at the goal
- A definition of the problem stated like a question
- An alternative view as to what the problem is
- An insight into what the “real” problem might be
- A sub-problem of the main goal
- A piece of the overall issue
- An imperfect attempt to understand
- Not a solution...Not trying to solve the problem yet

Formatting Creative Questions

I don’t have money for a TV!

- Statement starter (How might…)
- Owner (I)
- Verb (get)
- Object (money for a TV?)

How might...I... get... money for a TV?
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.
Let's Practice

Creative Question Quota: 16
Remember the divergent guidelines

1. Defer judgement
2. Go for quantity
3. Build on the other creative questions
4. Seek novelty

Let’s see if we can get 15 creative questions

Brainstorming with Creative Questions/Challenge Statements

1. Grab the Statement Starter sheet
2. As you watch the video, diverge and try to generate 15 creative questions/challenges from among the statement starters
3. Write the creative questions/challenges on your sheet of paper
Despite warning signs, trucks keep hitting and getting stuck under train bridge
Many believe the problem truckers are blindly following GPS and not watching height signs.

As you watch the video, begin to write down the creative questions that come to mind?
H2, HM, IWW, WMBAT

What are all the creative questions that come to mind?
How many creative questions?

Let's hear your creative questions
What was that like?

On to our work!
Let's Practice

New Tool

Mural
Clarify: Identify the Challenge

**Purpose:** Identify the gaps that must be closed to achieve desired outcome.

**Cognitive Thinking Skill:** Strategic Thinking

Identifying the critical issues that must be addressed and pathways needed to move toward desired future.

**Affective Skill:** Sensing Gaps

Become consciously aware of discrepancies between what currently exists and is desired or required.

*Formulating Challenges* → Well Defined Problem

How to...? In what ways might...? How might...? What might be all the...?
As you listen to Lillian, begin writing down creative questions that come to mind.

New Tool

Mural

https://app.mural.co/t/universityatbuffalosuny4513/m/universityatbuffalosuny4513/1644259835676/c77724a298fa729a7f5bed77eb8953f58cd5461f?sender=u13ca0b375e6eb69dd8a83421
If you get stuck, look at the pictures.

How many creative questions?
What to do with all these creative questions?

Converge!

Follow the rules!

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 its essence as a creative question/challenge

You were awesome!
What are Lillian’s creative questions/challenges?

It would be great if the Family Caregiver Network – FCN, a Netflix like streaming channel for African American family caregivers existed that had entertaining, inspiring, culturally relevant, informative, and educational content, was accessible 24/7 in and out the home, and instrumental in helping improve and restore caregivers’ vitality, health and well-being.

Creativity Etiquette Tip #5

#5: Ensure proper restating

Ideate for Ideas

Restating

Ideate to Clarify

Restate essence as a creative question: H2, HM, IWW, WMBAT
The problem that gets identified is the problem that gets solved.

What was that like?
Where might this be of benefit to you?

QUESTIONS?

Those with low preference toward clarifying....
THE CREATIVE PROCESS

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- Generating ideas
- Transforming solutions & bringing ideas to life
- Exploring acceptance & formulating a plan

Next steps?
Taking It Home

New
Interesting
Useful
Intriguing

Potential uses
Applications

Thank You!
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NYS WBE
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