



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

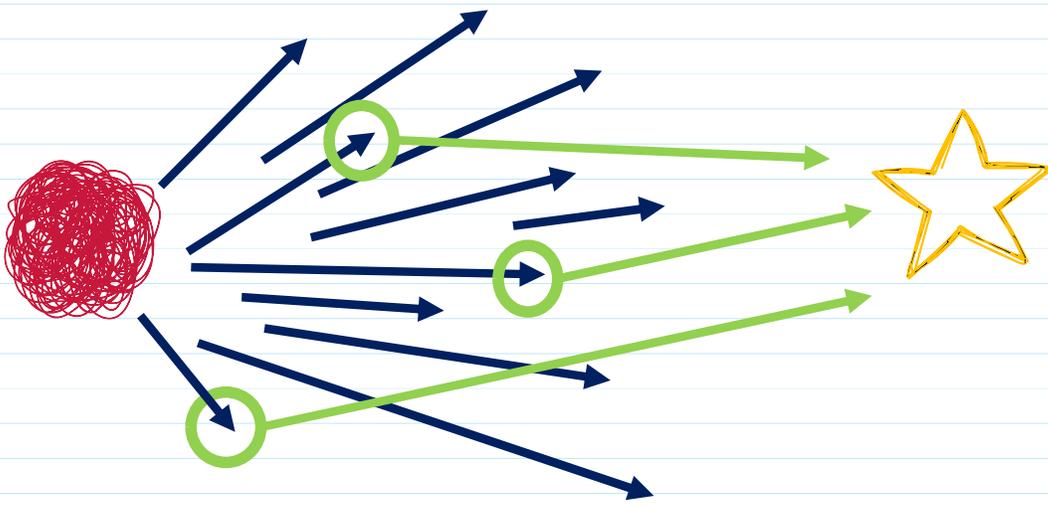
Application

A real life challenge



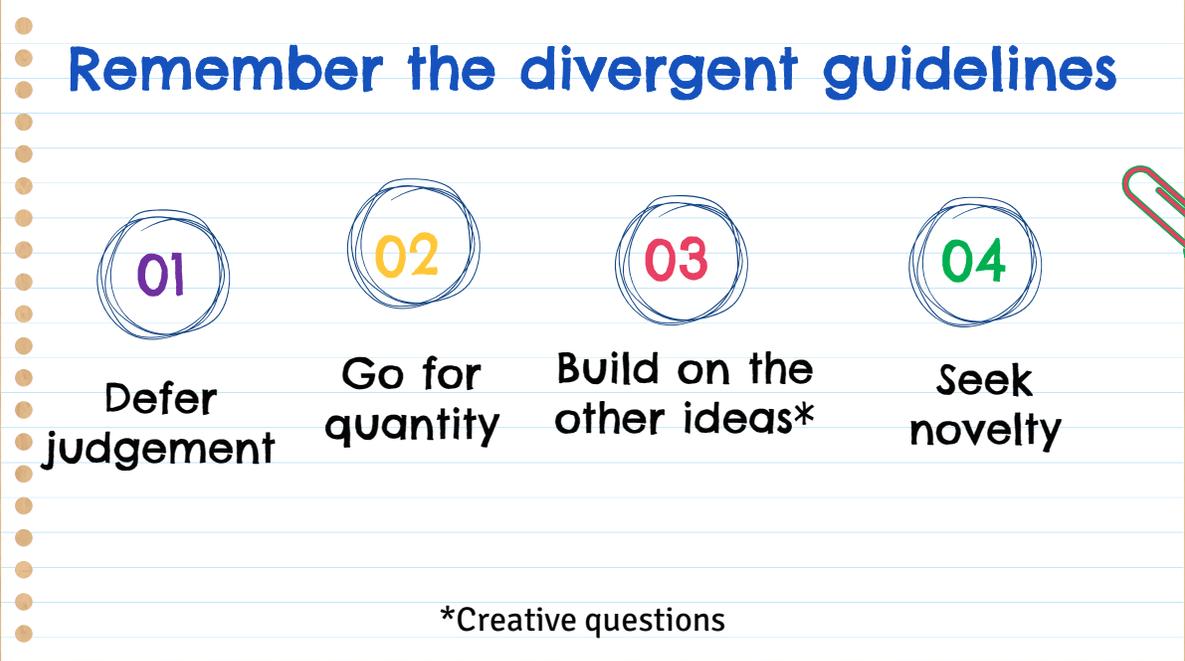
The more sophisticated
PROBLEM SOLVER
separates idea
GENERATION from
idea **EVALUATION**

The Dynamic Balance





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

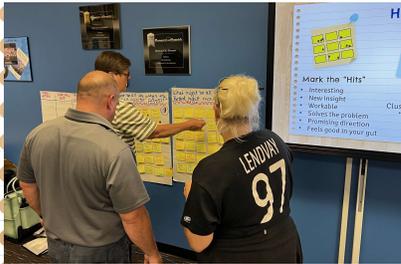


Follow the rules!

Groundrules for Convergent Thinking:

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

Highlighting



HIT

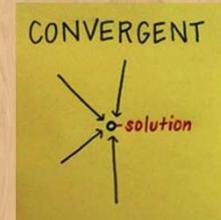
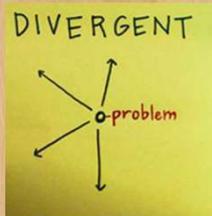
CLUSTER

RESTATE*

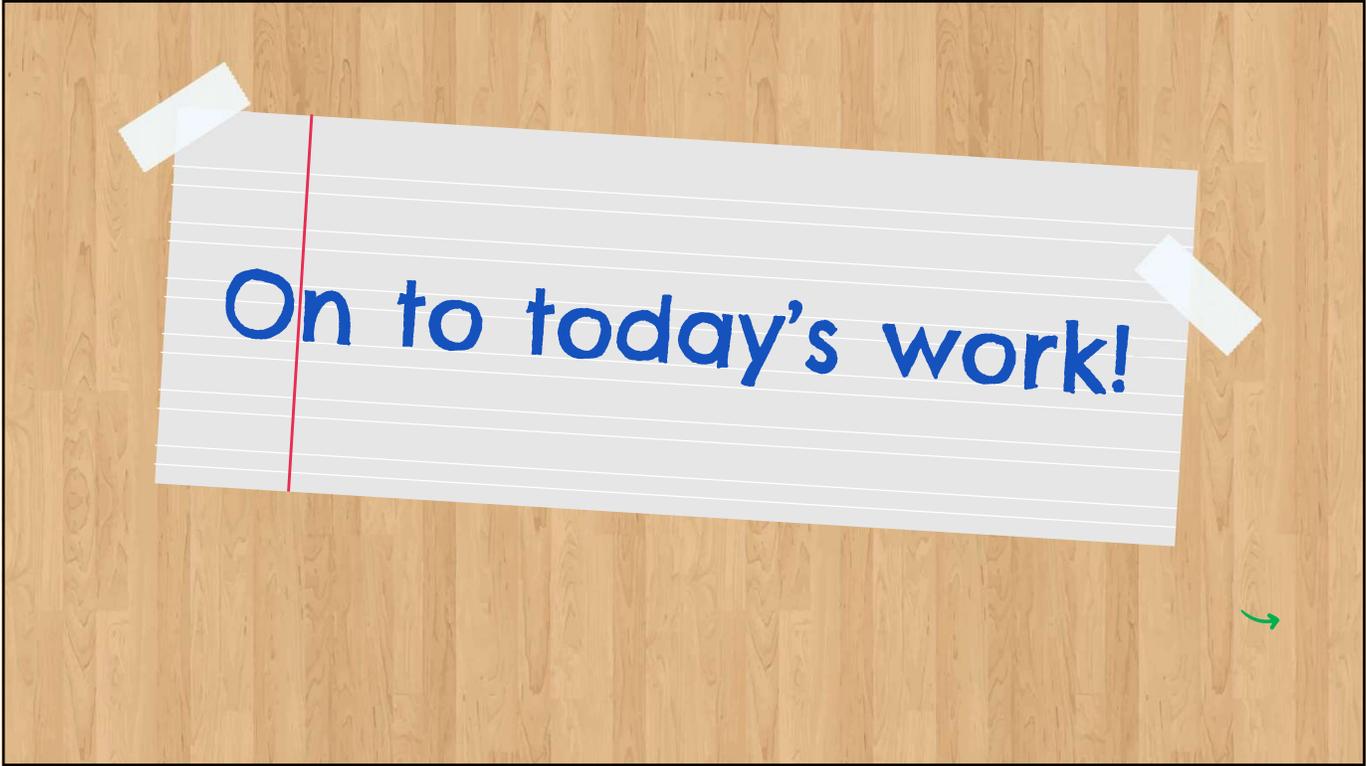
*Restate the essence as an action (ideate) or as a creative question (clarify)

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?



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



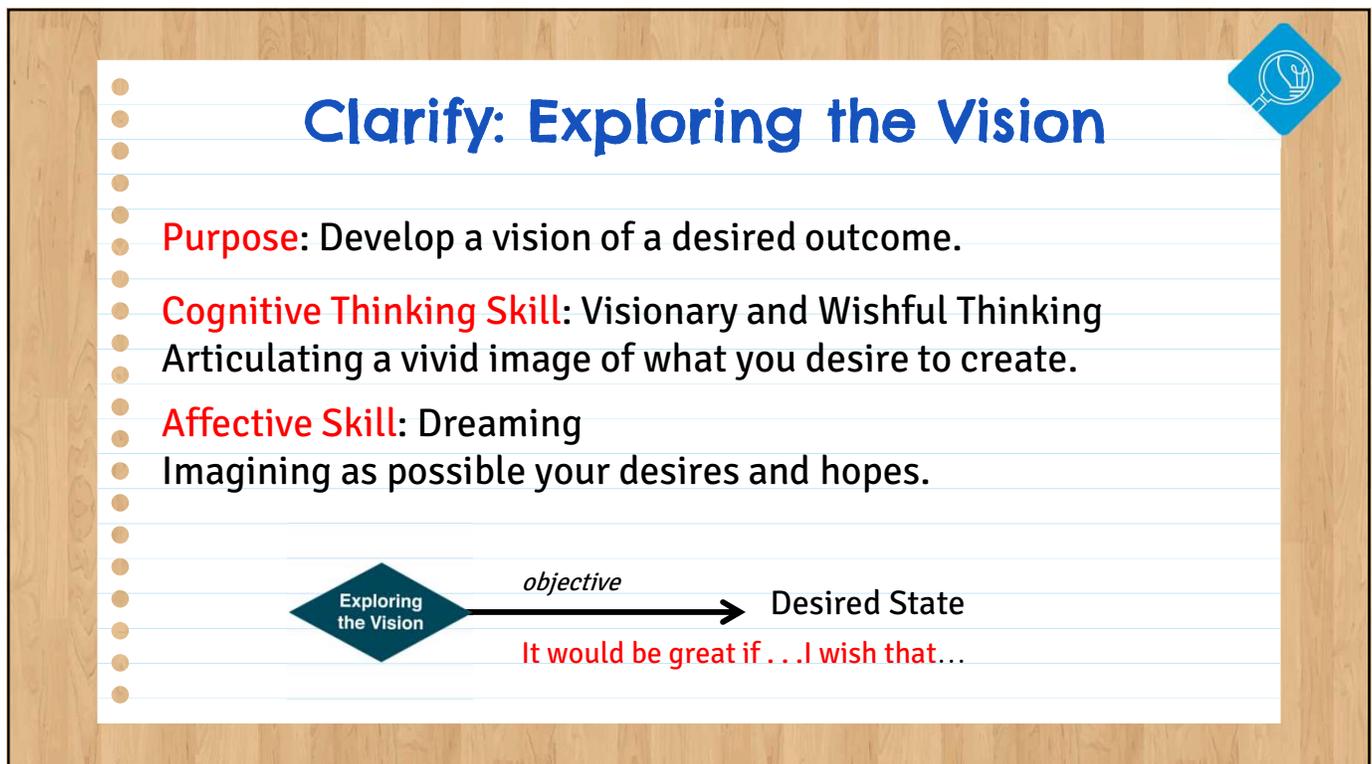
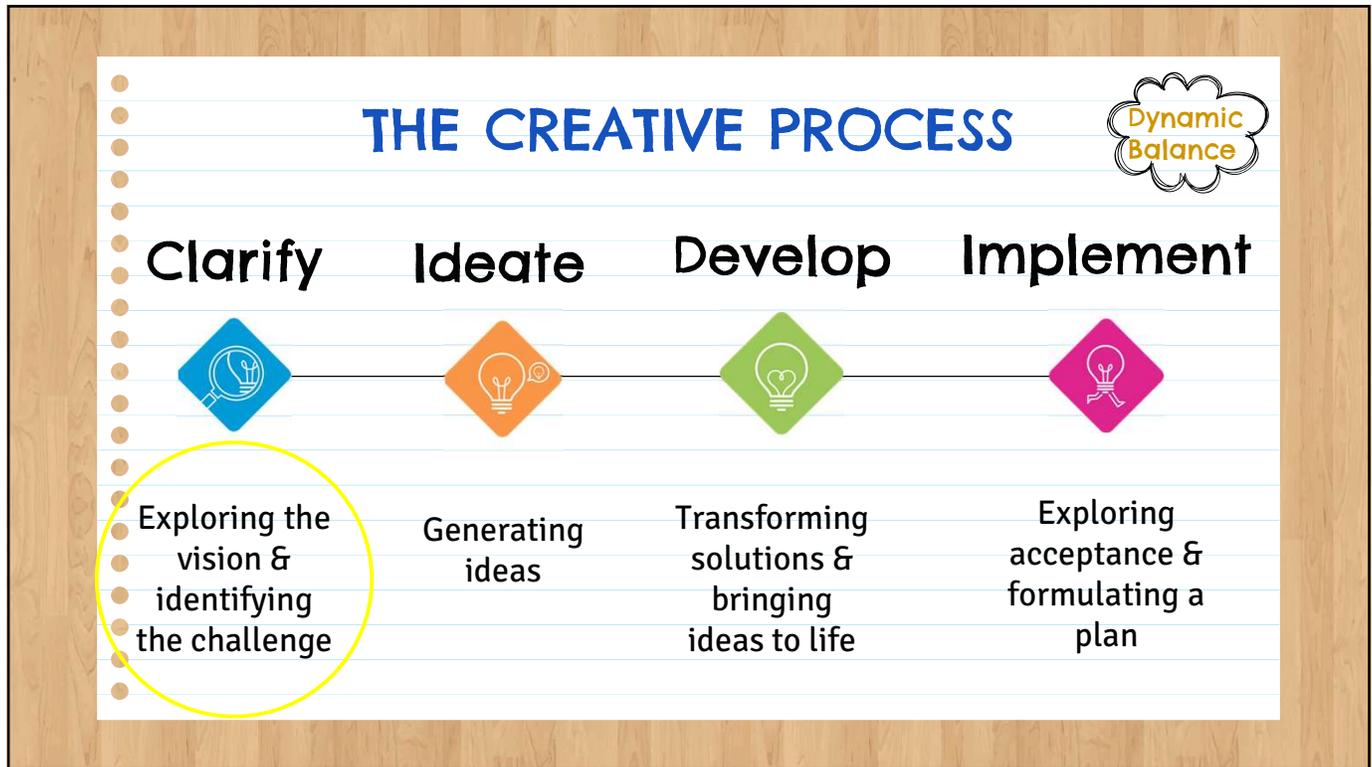
In our work, these terms
are acceptable to be
used interchangeably:
African American
Black
People of color

Detroit Free Press



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.





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. Provides helpful resources
7. Address 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.

01



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.

02



Imagination

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.

03



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.

05

Visionary and
Wishful Thinking

It would be great if ...

I wish that...

I wish...

- 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

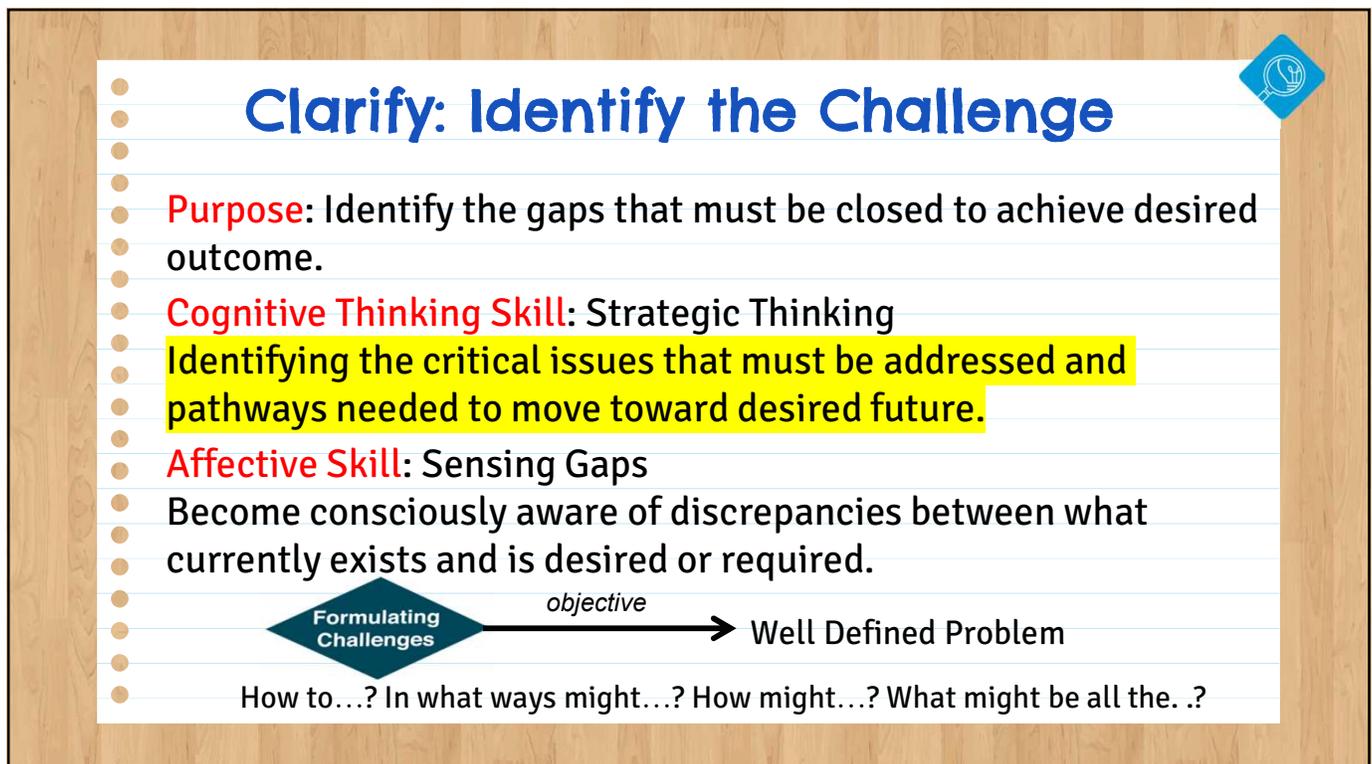
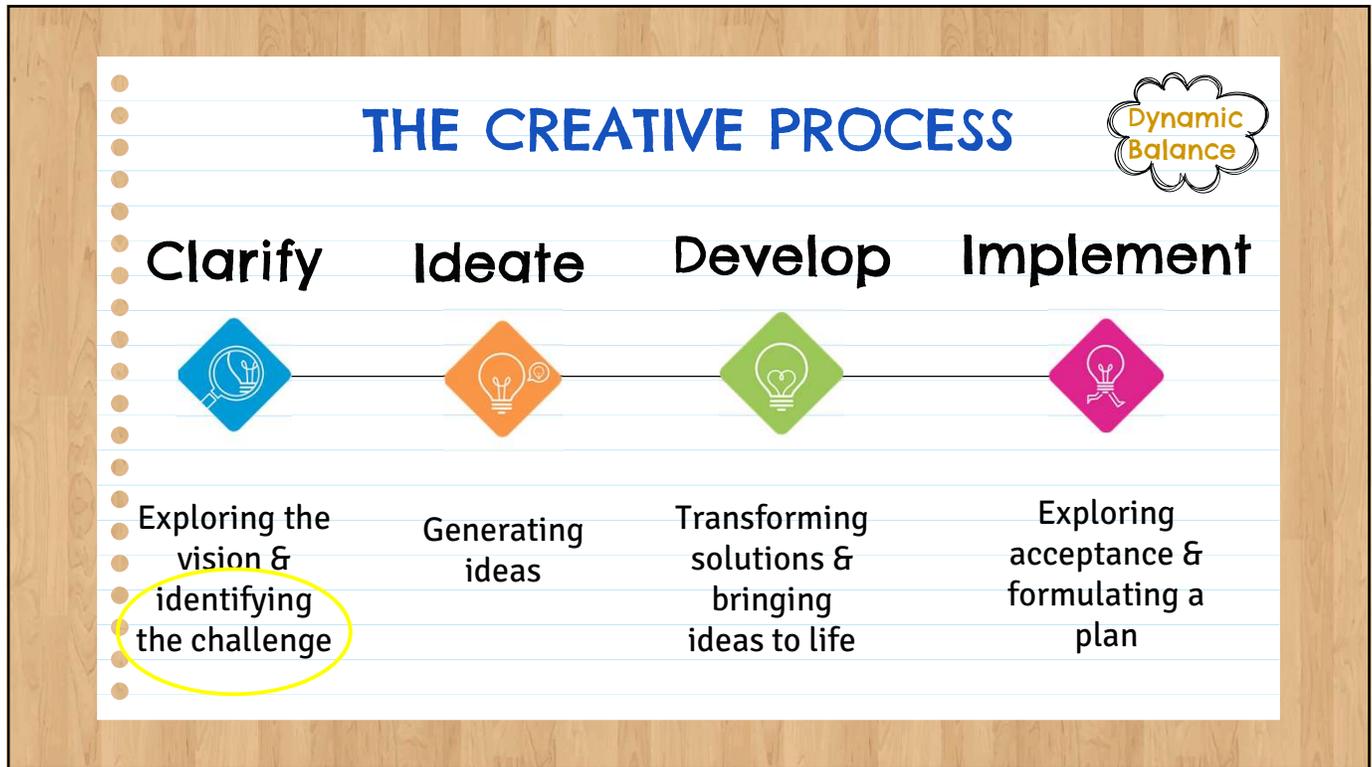
It would be great...

- 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.
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 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

Dynamic
Balance

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.



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

I have no “me time”!

How to carve out 15 minutes in my day?

It’s too expensive.

How might we share the cost?

This is impossible!

In what ways might we break this down into smaller tasks?

They always fight me on this.

What might be all the ways to influence them?

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.



PHRASE PROBLEMS
AS QUESTIONS:
HOW TO... HOW MIGHT...
IN WHAT WAYS MIGHT...
WHAT MIGHT BE ALL THE...
THEN BE CURIOUS
ABOUT SOLUTIONS.

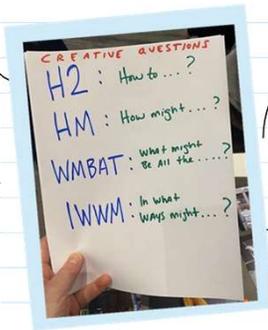
Creative Questions

How to
(H2)...

In what ways
(IWW)...

How might
(HM)....

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**



Formating Creative Questions

I don't have money for a TV!

Statement starter (**How might...**)

Owner (**I**)

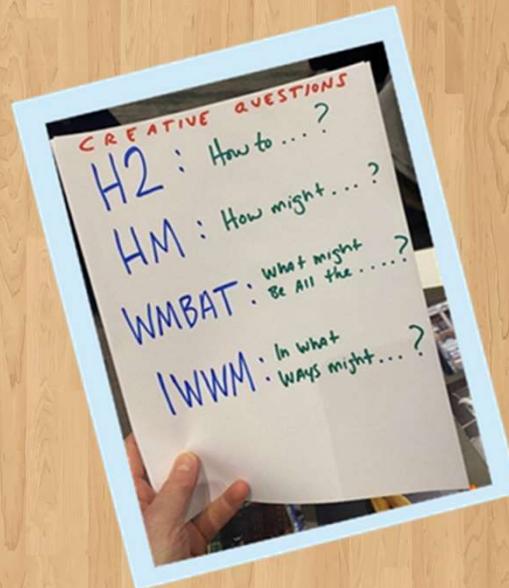
Verb (**get**)

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?
- HM I 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?



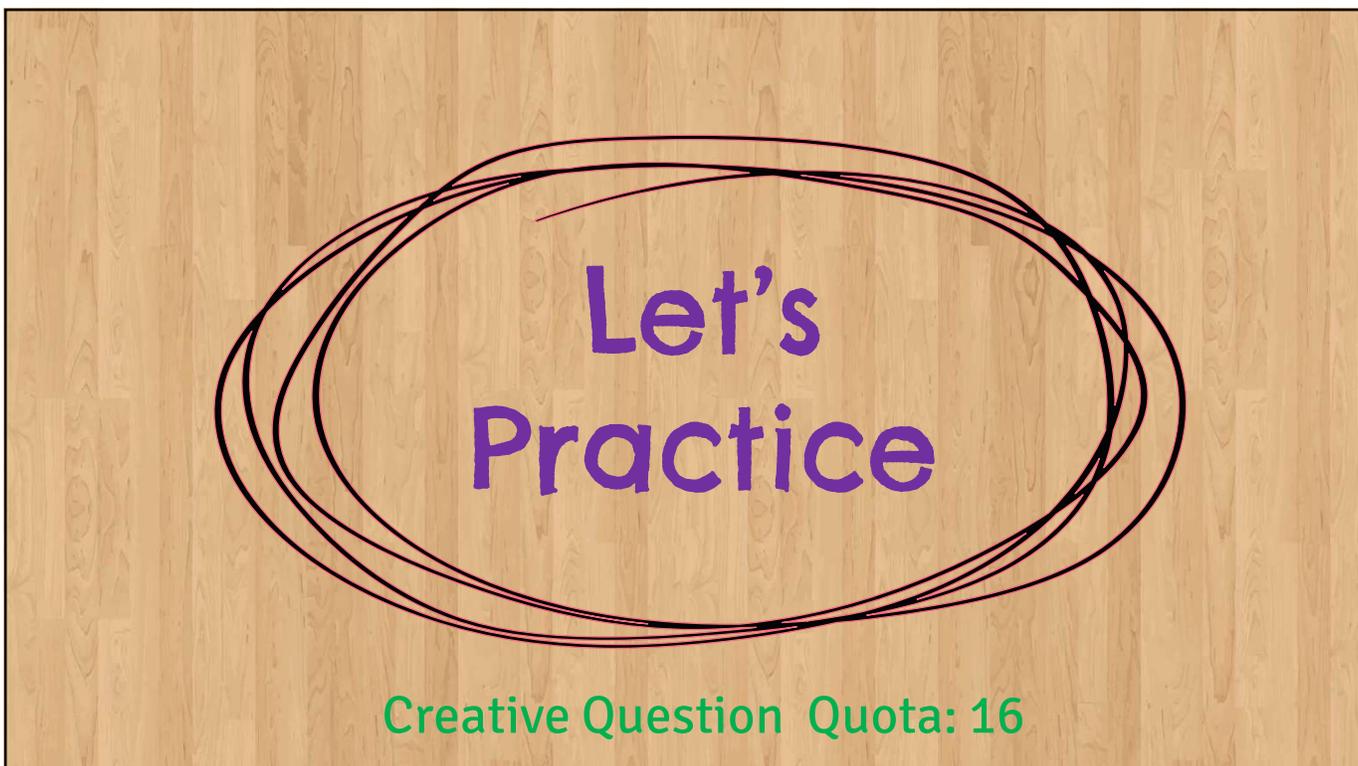
~~I don't have the money for a TV!~~



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

The problem that gets identified is the problem that gets solved.





Remember the divergent guidelines

01

Defer
judgement

02

Go for
quantity

03

Build on
the other
creative
questions

04

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

NEWS > LOCAL NEWS



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.

Posted: 7:08 PM, Feb 28, 2019 Updated: 7:29 PM, Feb 28, 2019

By: Ed Reilly

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



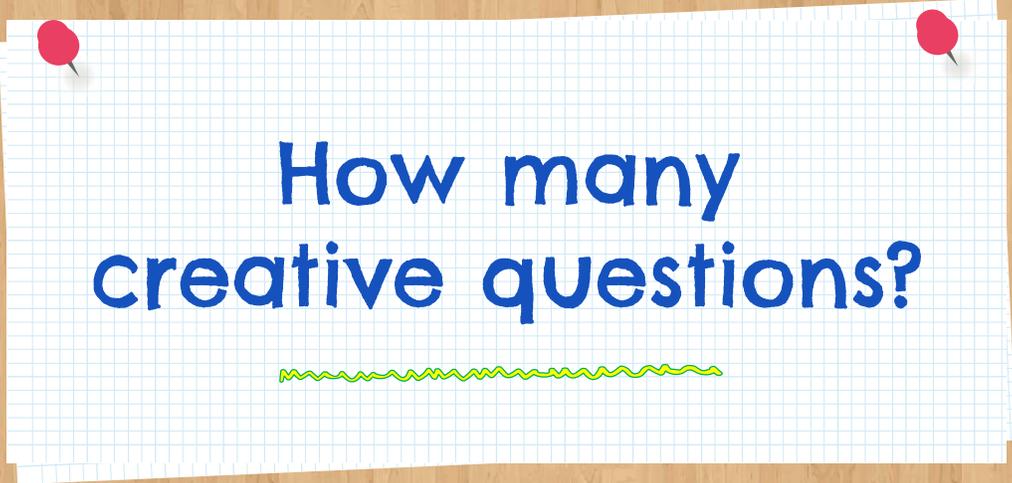
H2

HM

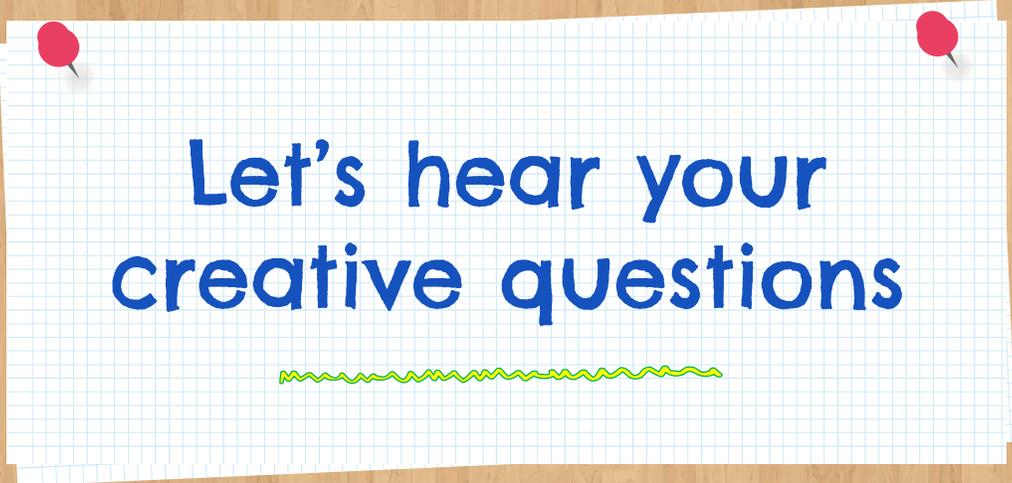
WMBAT

IWW

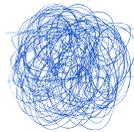
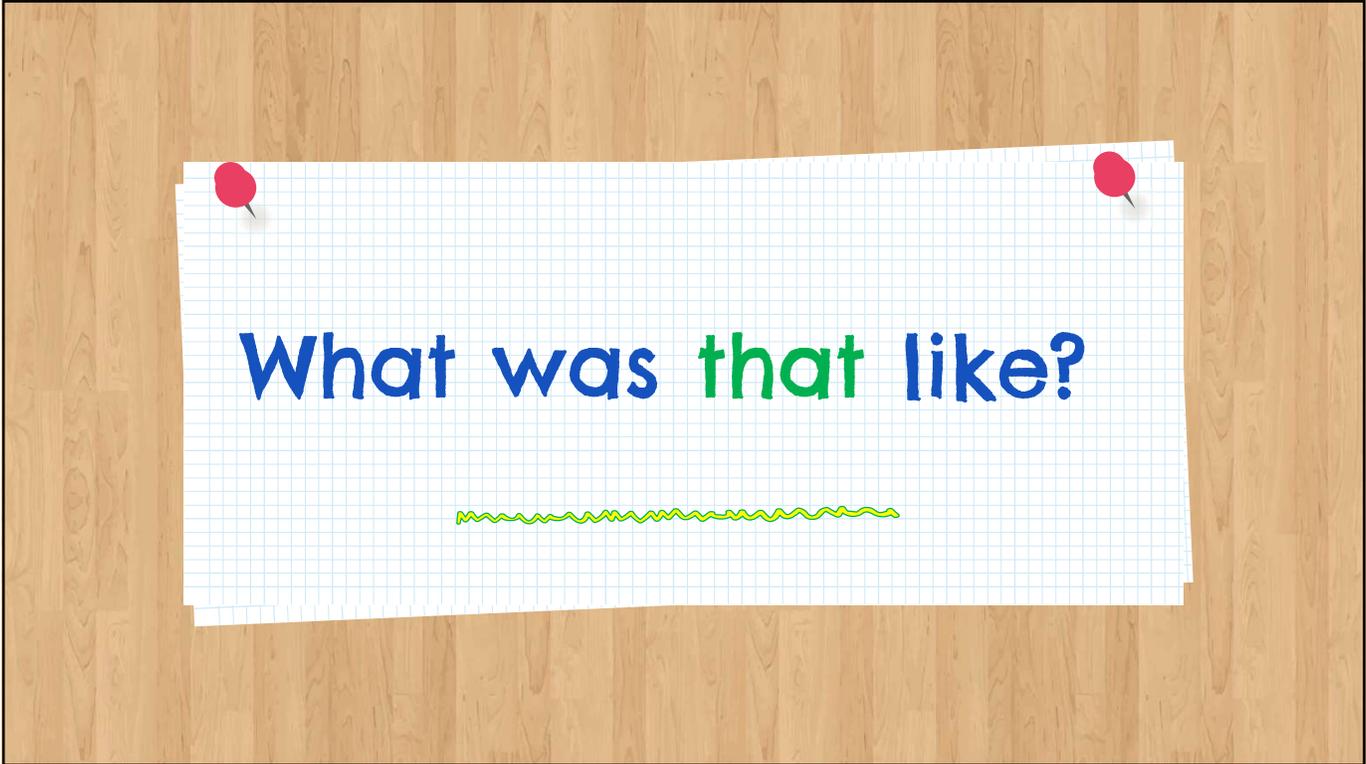
What are all the **creative questions** that come to mind?



**How many
creative questions?**



**Let's hear your
creative questions**





H2

IWW

As you listen to Lillian,
begin writing down
creative questions that
come to mind.

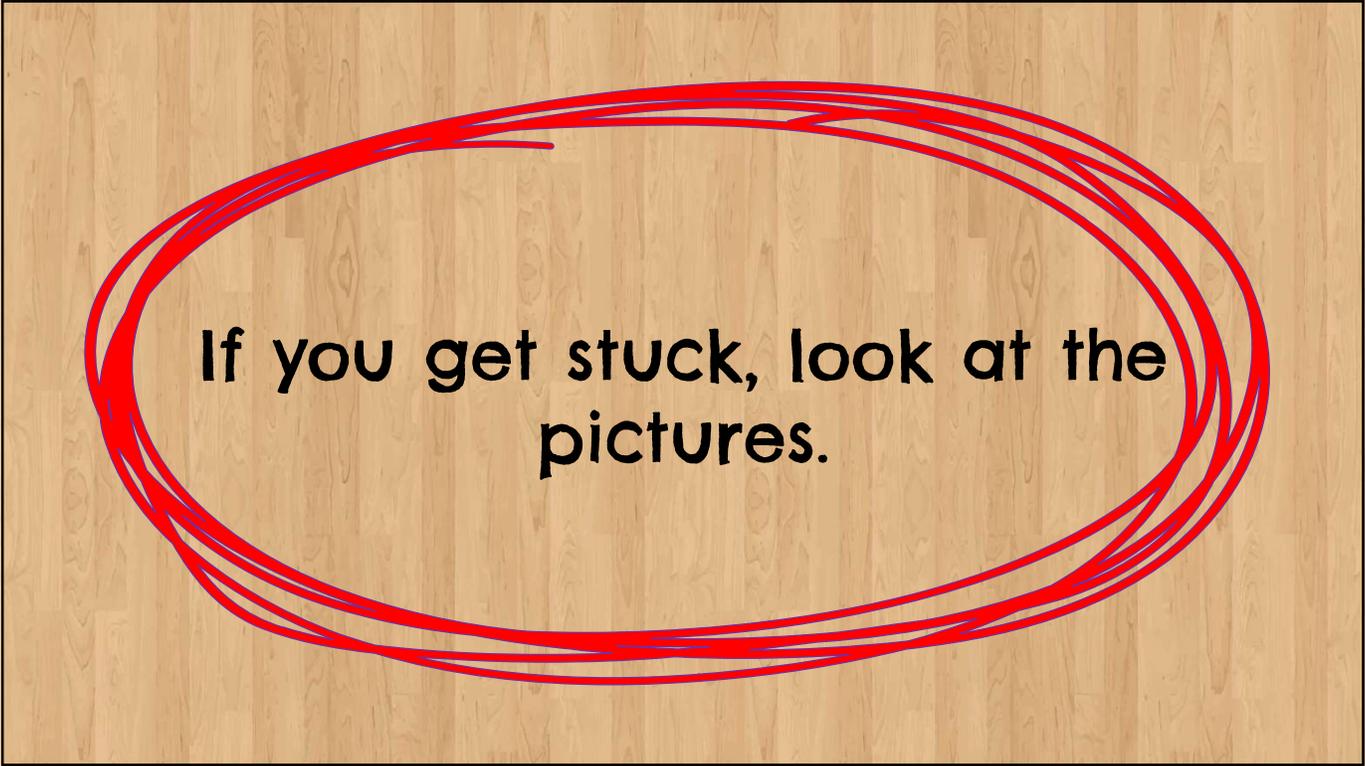
HM

WMBAT

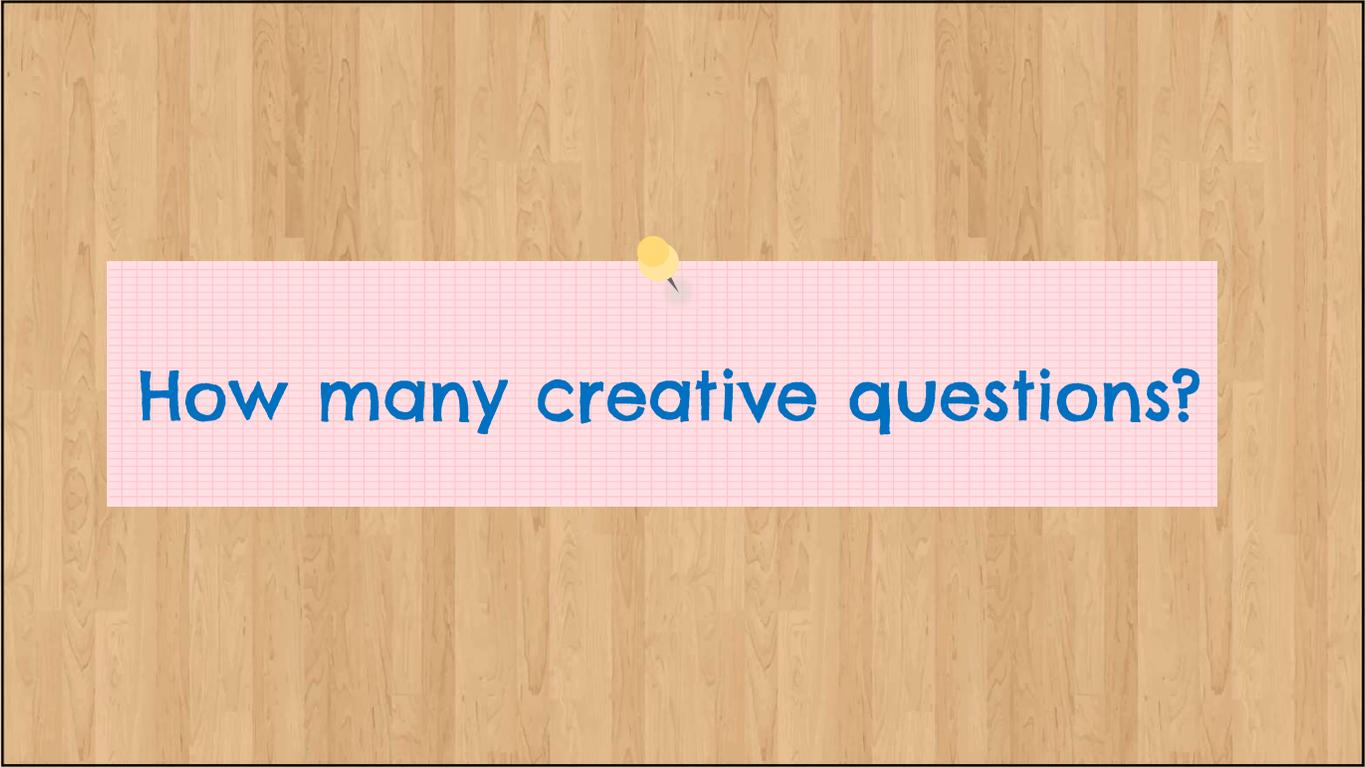
New
Tool

Mural

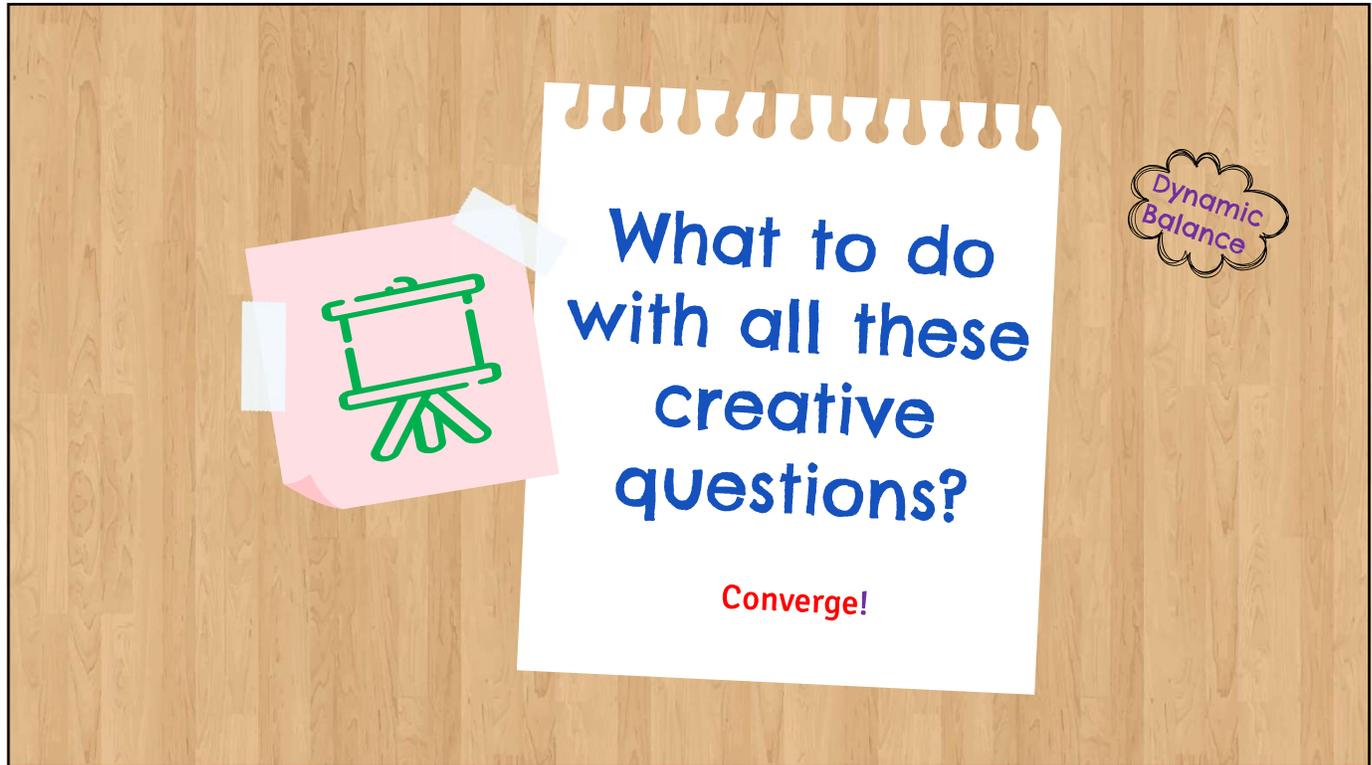
<https://app.mural.co/t/universityatbuffalosuny4513/m/universityatbuffalosuny4513/1644259835676/c77724a298fa729a7f5bed77eb8953f58cd5461f?sender=u13ca0b375e6eb69dd8a83421>



If you get stuck, look at the pictures.



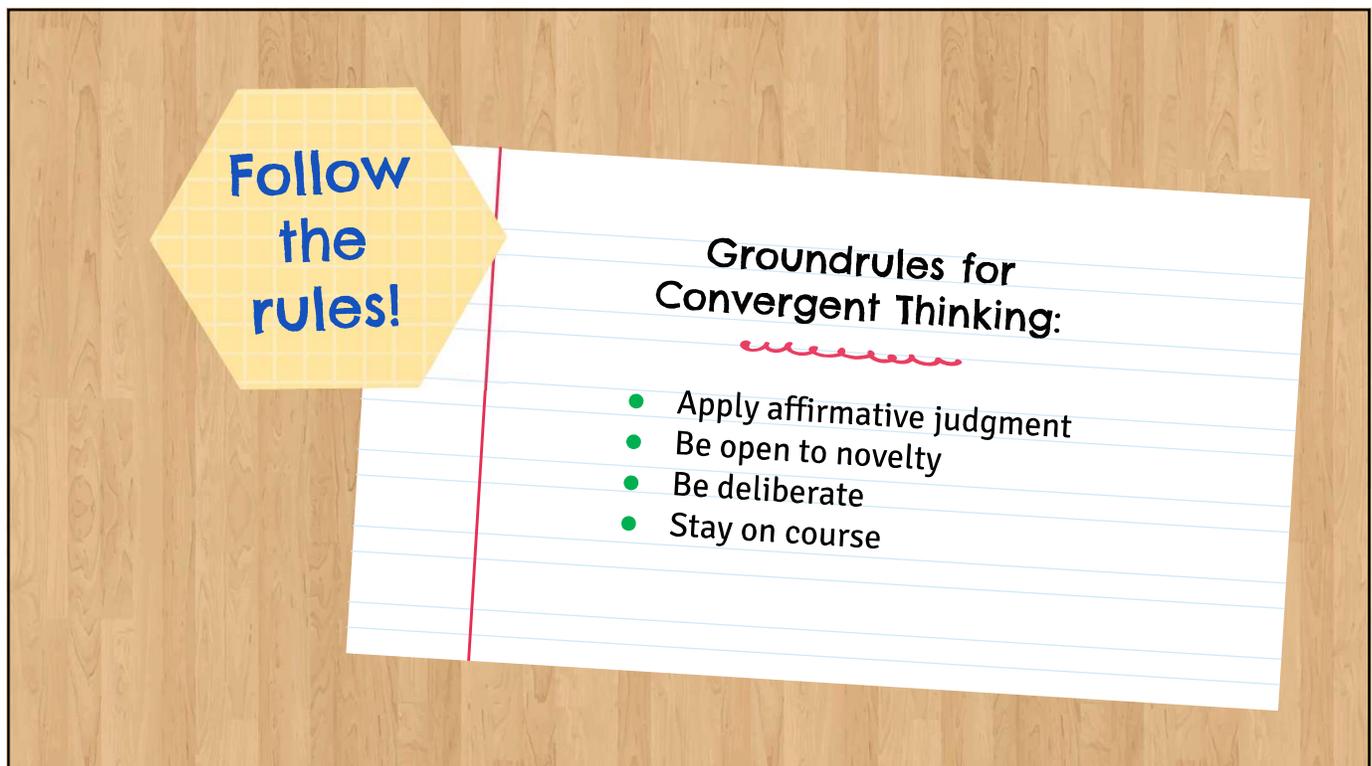
How many creative questions?



Dynamic Balance

What to do
with all these
creative
questions?

Converge!



Follow
the
rules!

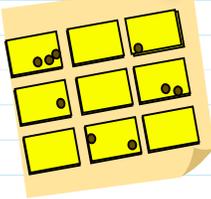
Groundrules for
Convergent Thinking:

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



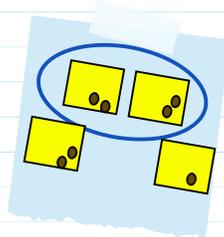
You were
awesome!

Highlighting



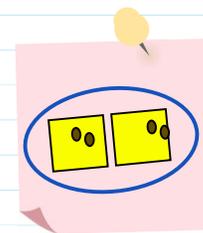
Mark the "Hits"

- 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

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

Restating

Ideate for Ideas

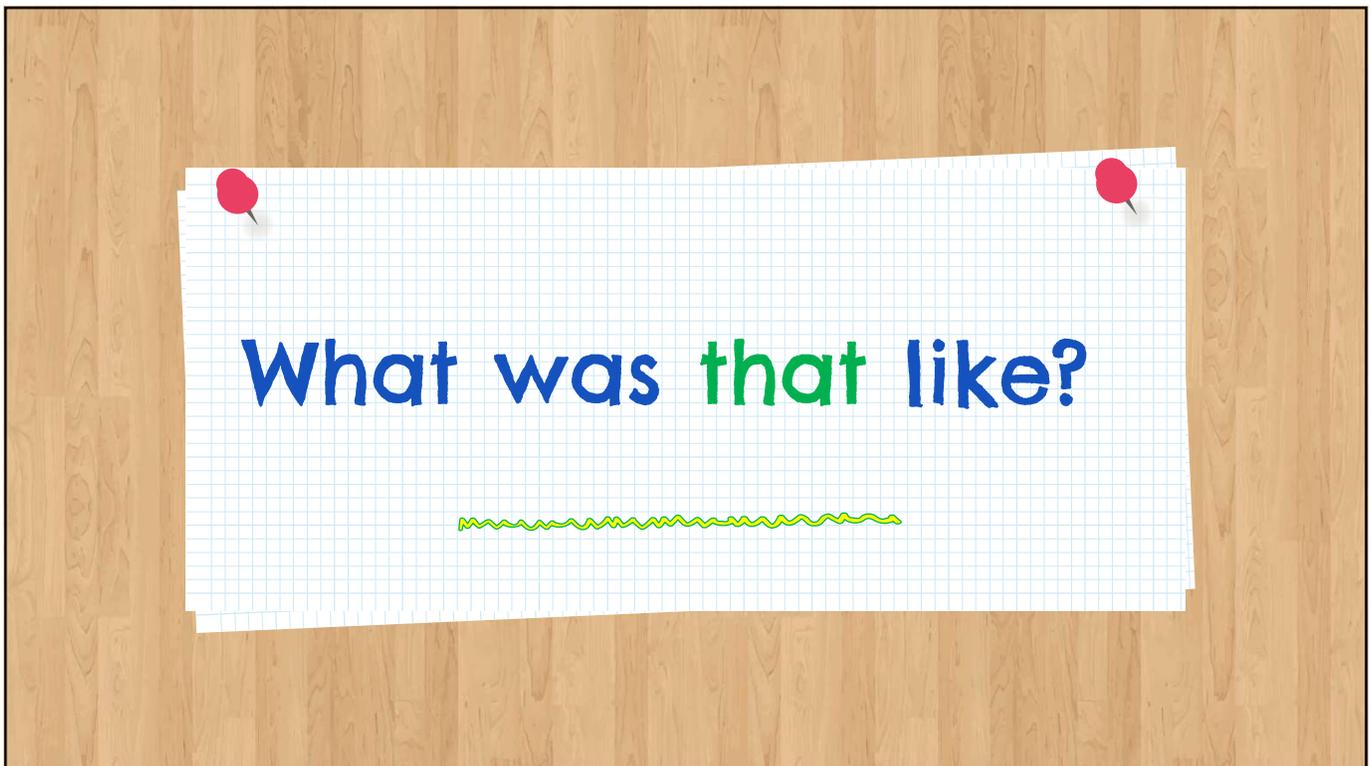
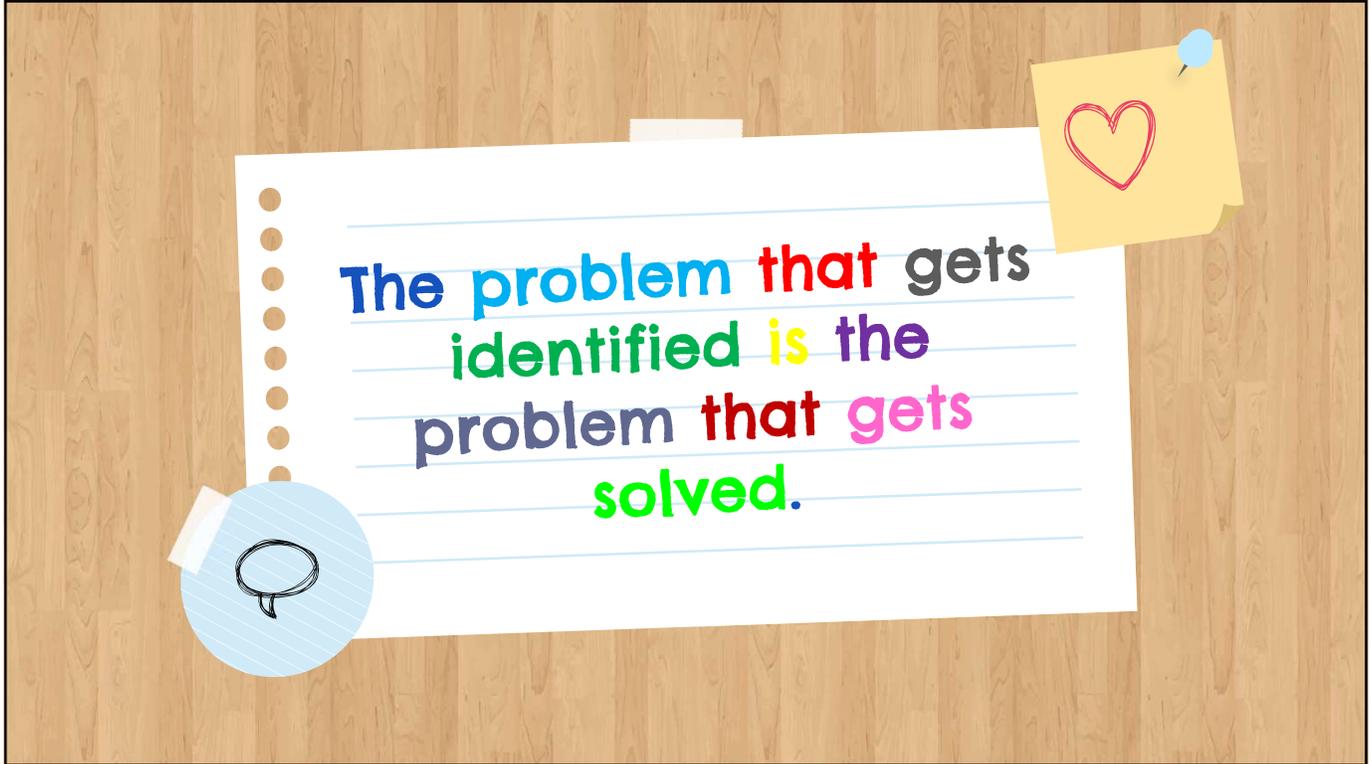


Restate essence as verb (action)



Ideate to Clarify

Restate essence as a creative question: H2, HM, IWW, WMBAT



Where might this be
of benefit to you?



QUESTIONS?



Those with low preference toward
clarifying....

Next steps?

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

