



Exhale - The Family Caregiver Initiative Workshop Series

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NYS WBE



Novel

Temporary
Endeavor

Creativity

VALUE

Project
Management

Useful

Unique
Deliverable



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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 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

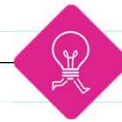
A Creative Public Service Announcement (CPSA)

- Think about ideas as wedding photos
- Sticky part of Post-It goes on top
- Use a marker
- Make a squiggly or add a header on your chart paper
- Have order in your Post-Its...think rows
- Note the number of creative ideas on a visible spot on the chart paper
- Remember the guidelines
- The timer bell means come back together



The Creative Process

Clarify Ideate Develop Implement



Exploring the vision & identifying the challenge

Generating ideas

Transforming solutions & bringing ideas to life

Securing buy-in & formulating a plan

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

The Dynamic Balance



Divergent Thinking

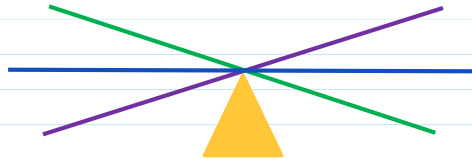


A broad search for many diverse and novel alternatives. **NOVEL**

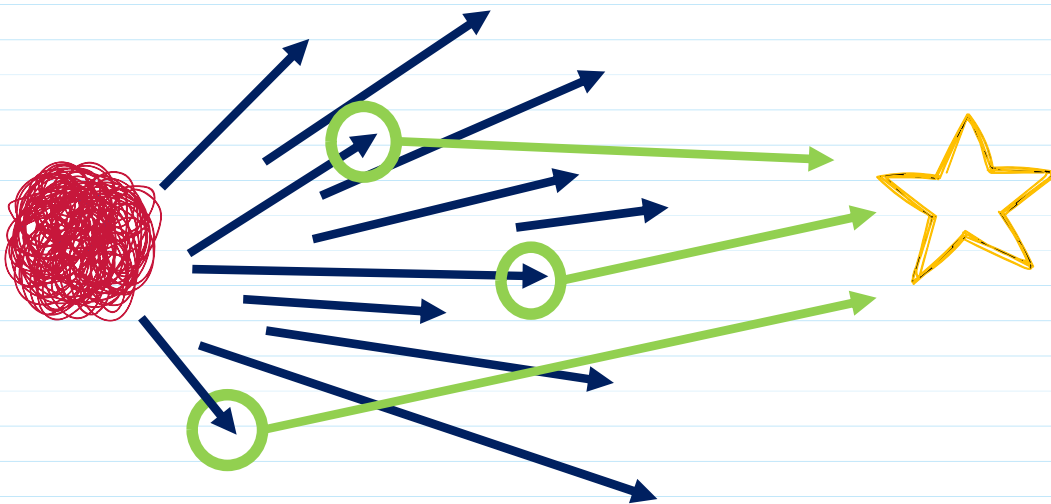
Convergent Thinking



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?”

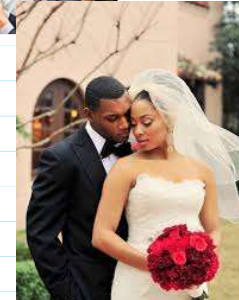
“About **three.**”

“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 \neq actions
- 💡 Ideas \neq decisions
- 💡 Ideas \neq conclusions
- 💡 Ideas \neq feelings

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

Idea Quota: 30 ideas in 1 minute
#weddingpictures

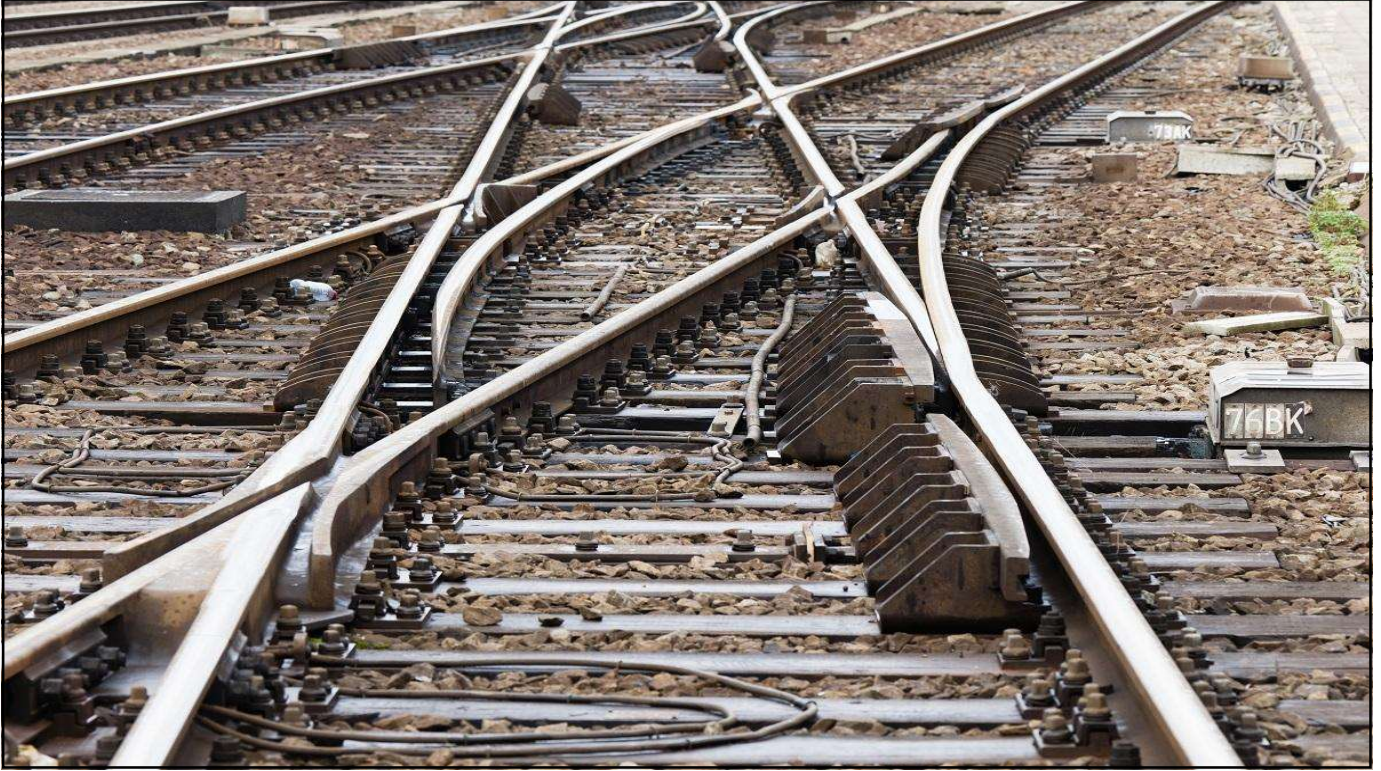
How to (H2) make the driving experience more enjoyable?



Remember the ground rules
Let's go for 30 ideas in one minutes





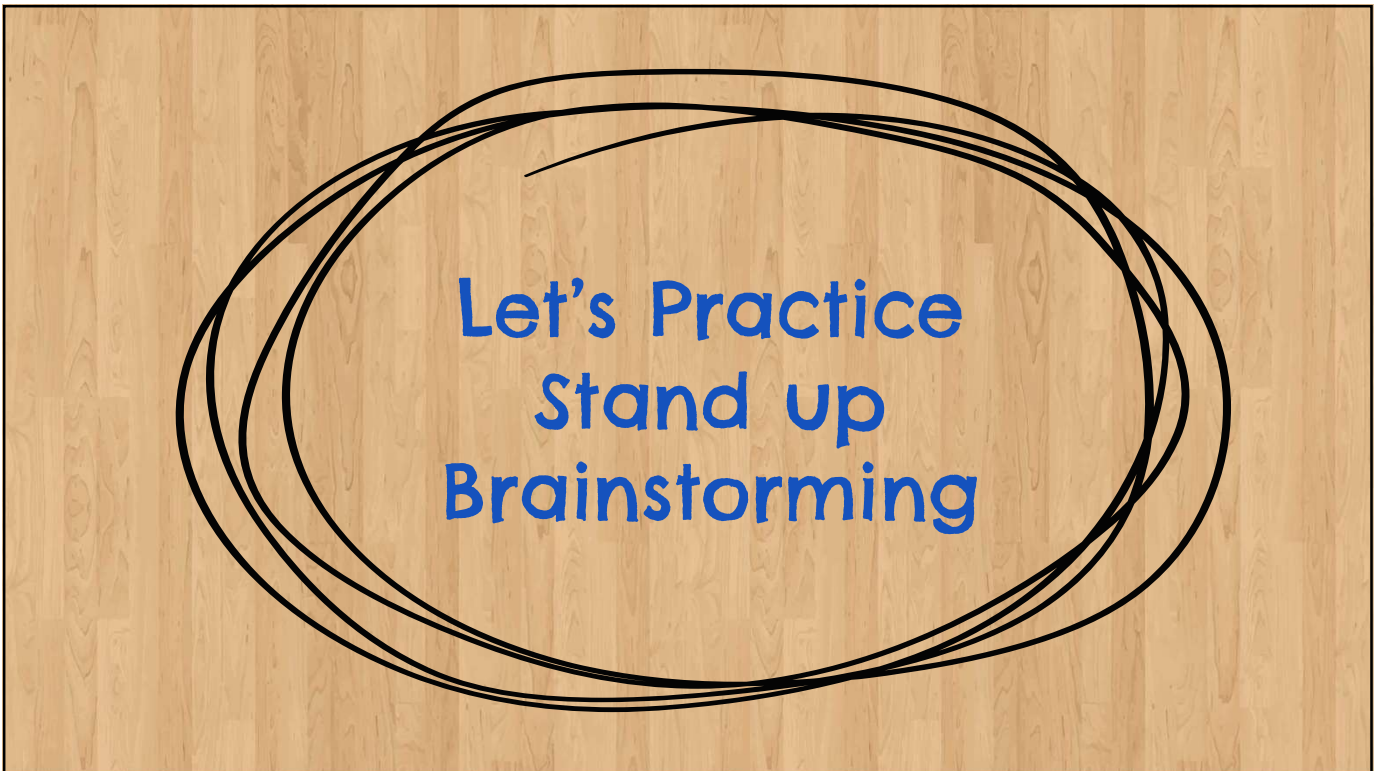




What's with the pictures?

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.

Forced Connections



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 25!

Remember the divergent guidelines

01

Defer judgement

02

Go for quantity

03

Build on the other ideas

04

Seek novelty

If you get stuck, look around or look at your pictures

Brainstorming

- Write it
- Say it
- Stick it up

Let's go for 25 ideas in three minutes

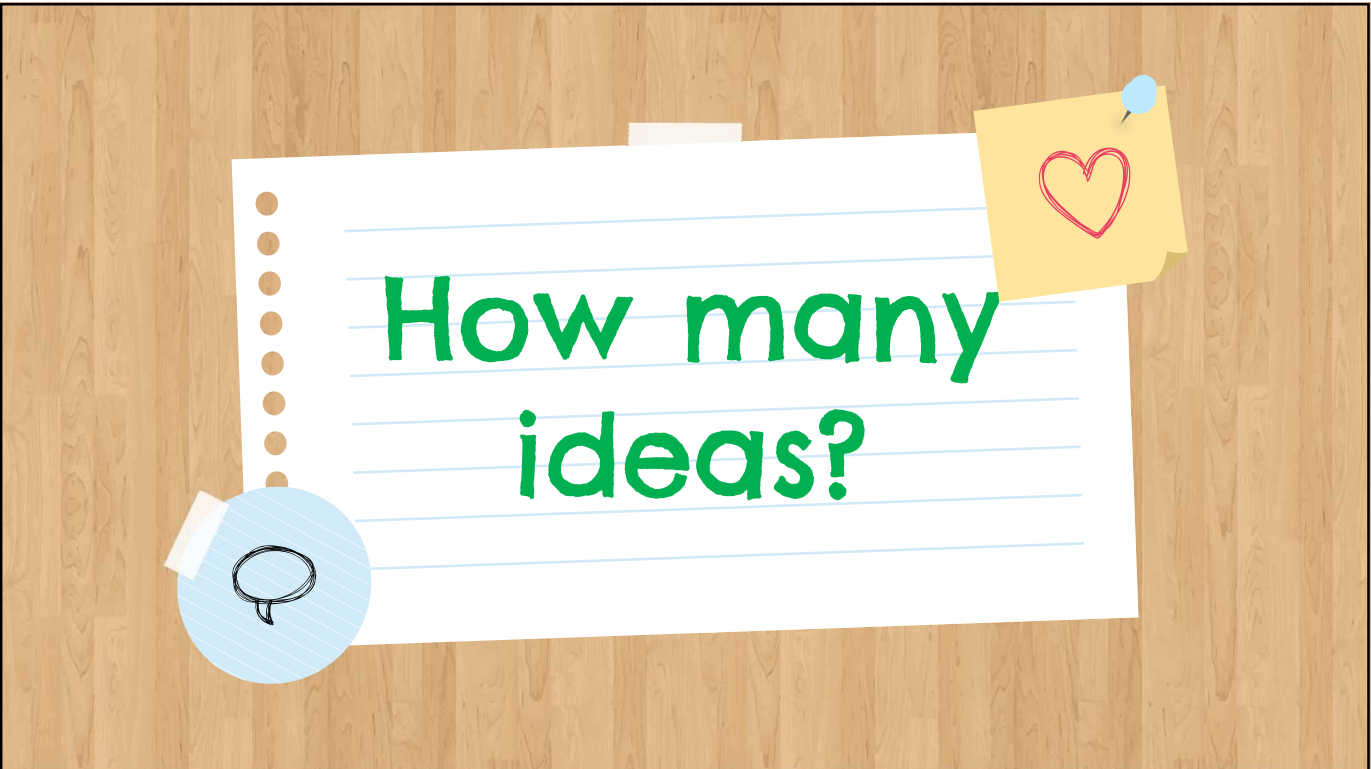


What might be
all the
improvements
to a bathtub?











Connecting to your work...and a bit of application



Stand up & Stick'em Up Brainstorming

- 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 35!

Remember the divergent guidelines



01

Defer
judgement



02

Go for
quantity



03

Build on the
other ideas



04

Seek
novelty

If you get stuck, look around or look at your pictures



How to market and promote a new respite program?



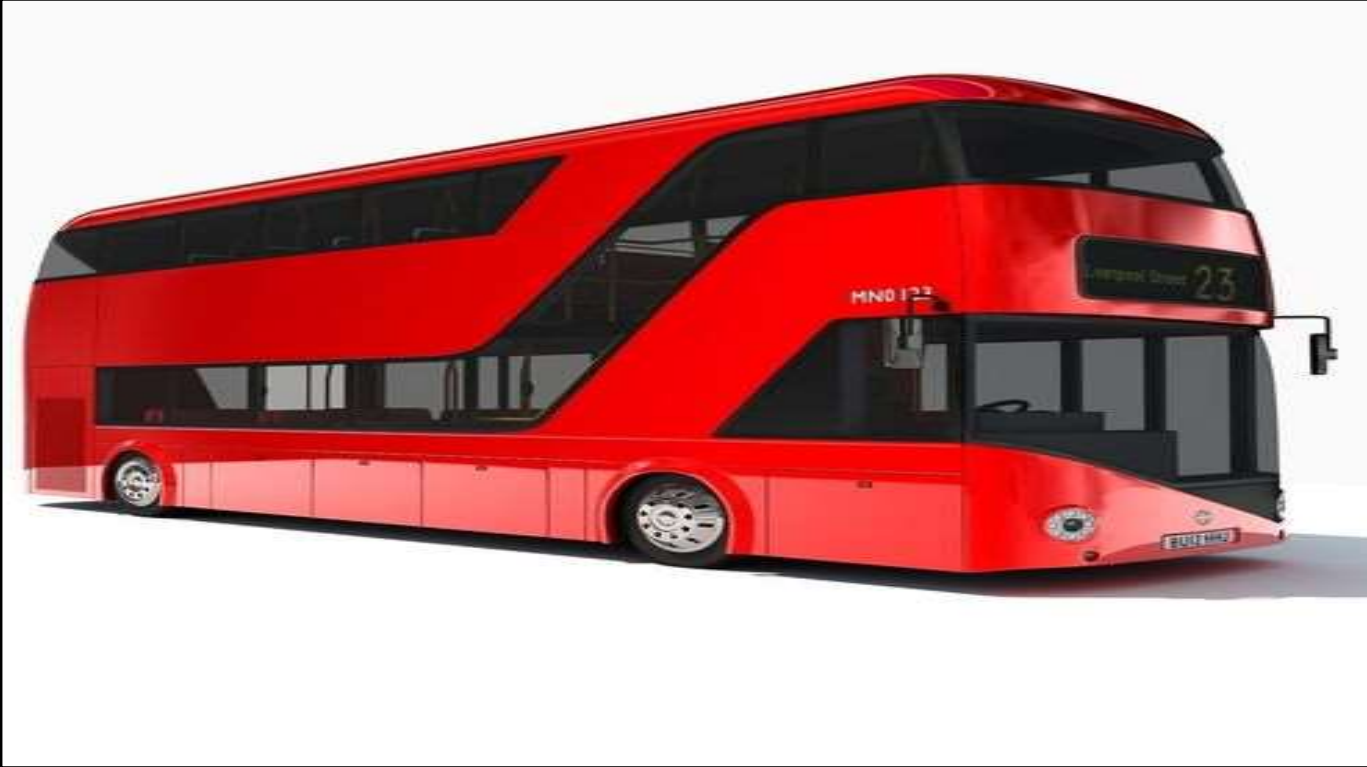




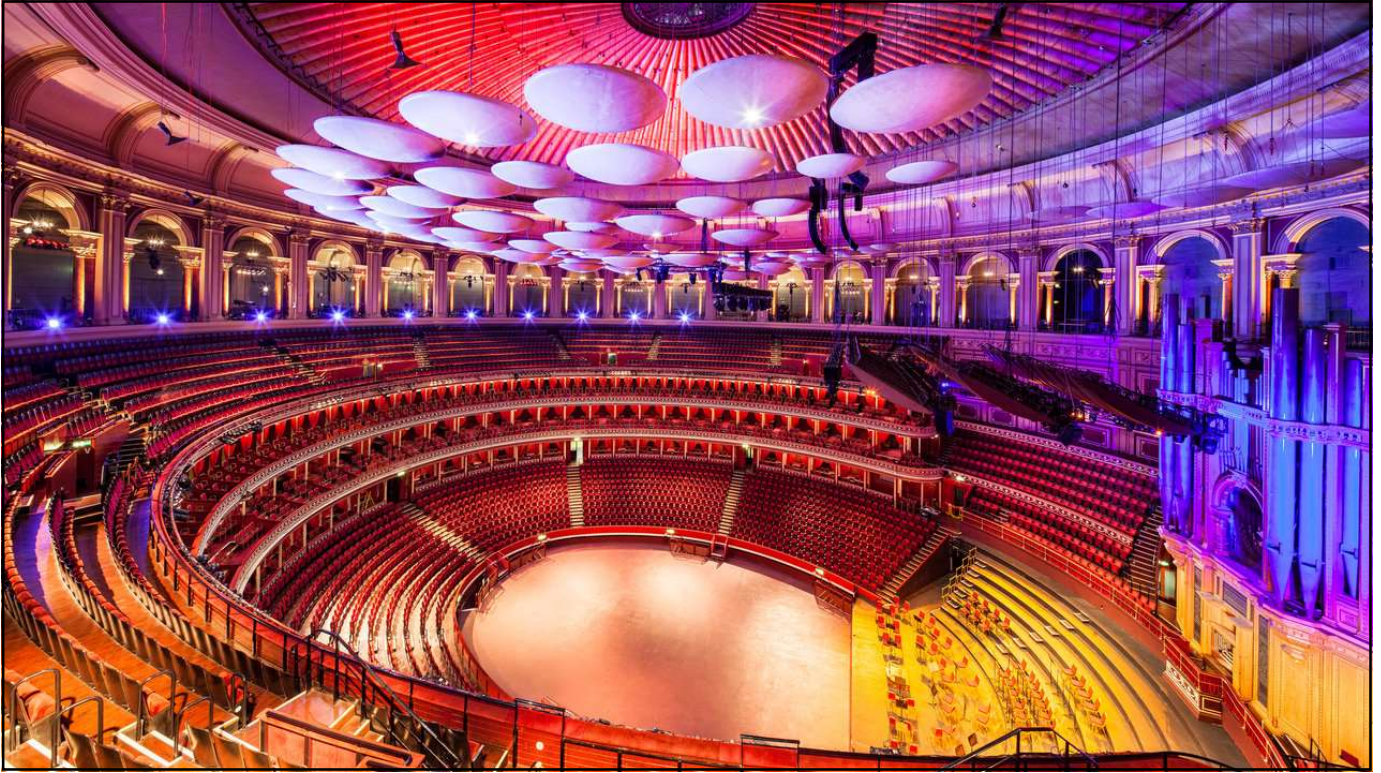








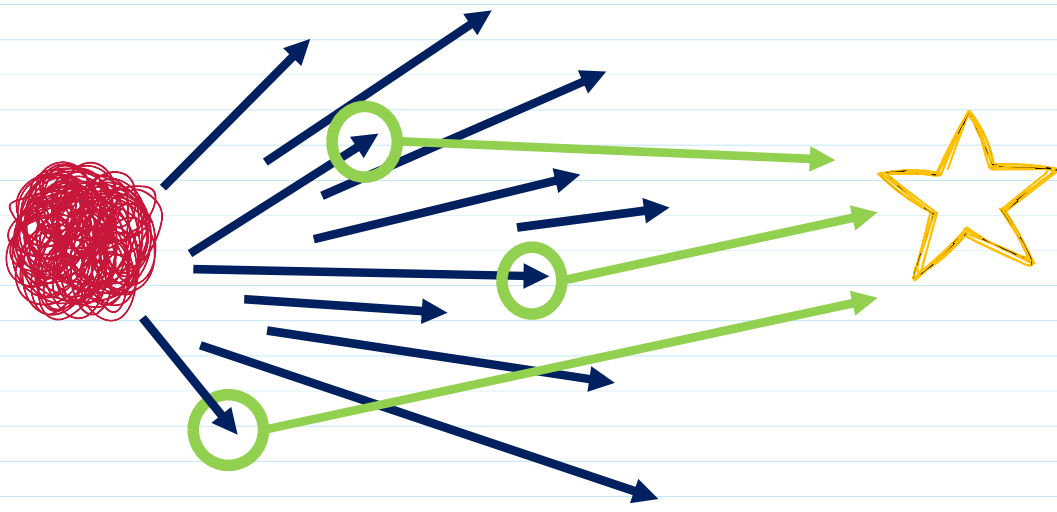






What to do with all the ideas?

The Dynamic Balance



Follow
the
rules!

Groundrules for Convergent Thinking:

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

Highlighting: Hits, Cluster, Restate

Highlighting lets you narrow from many to a few good options.

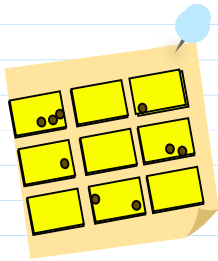
Hits lets you choose ideas or creative questions that are especially interesting, promising, compelling, intriguing, innovative or on-target.

Clustering organizes your hits into groups, categories or themes.

Restating captures the essence of the cluster.

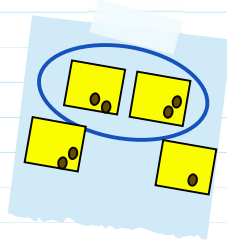


Highlighting



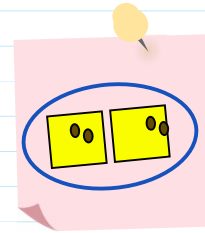
Mark the "Hits"

- Interesting
- New insight
- Workable
- Solves the problem
- Promising direction
- Feels good in your gut



Cluster

Cluster the related "hits" together



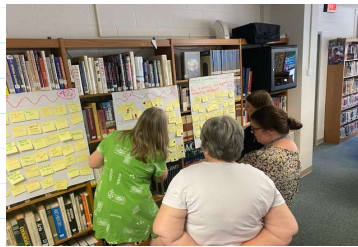
Restate

Restate the cluster to capture its essence

Highlighting



HIT



CLUSTER



RESTATE

From the Learning Community Ideation

WMBAT ways to get caregivers Internet access?

Guidelines for converging
 Apply affirmative judgement
 Keep novelty alive
 Be deliberate
 Don't be mentally lazy

Cluster 1
 Cluster 2
 Cluster 3
 Cluster 4

What using t

From the Learning Community Ideation...

WMBAT ways to get caregivers Internet access?

Guidelines for converging
 Apply affirmative judgement
 Keep novelty alive
 Be deliberate
 Don't be mentally lazy

Advocate for digital equity for rural communities

Set up free community internet access

Educate caregivers on available internet opportunities

Expand existing technology solutions page

Establish community connections network to provide tech support

Highlight the possibilities that technology provides for increased respite

Highlighting Hit Cluster Restate

Back to the bathtub!

Back to the bathtub - H/C/R

Make it portable

Make it big enough for two

Enhance user experience

Accommodating

More kid friendly

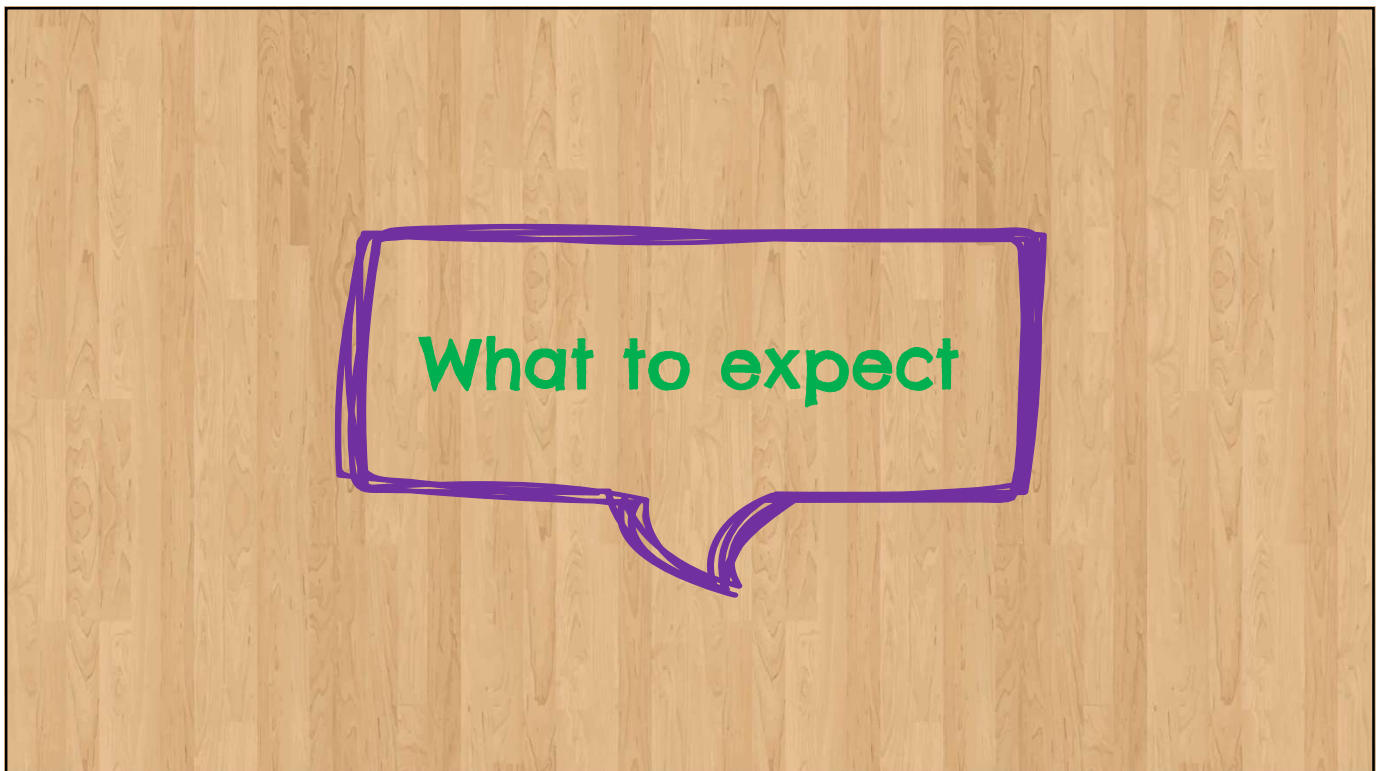
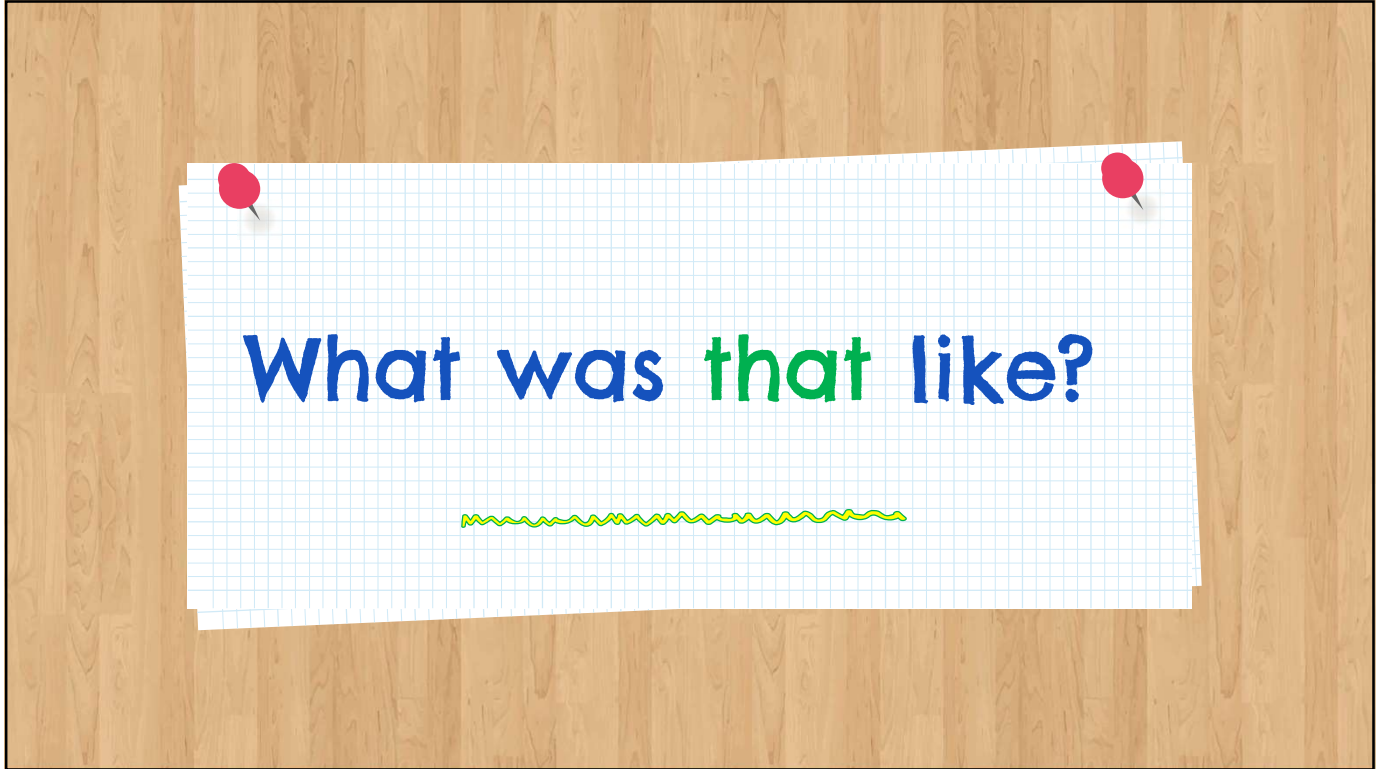




The more effective **PROBLEM SOLVER**
separates **IDEATION** from **EVALUATION**

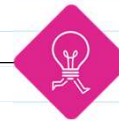
⋮
Back to our practice





The Creative Process (Problem)

Clarify Ideate Develop Implement



Exploring the vision & identifying the challenge

Generating ideas

Transforming solutions & bringing ideas to life

Securing buy-in & formulating a plan

TOOLS...and TECHNIQUES

Dynamic Balance



CLARIFY

Vision Boarding
WIBNI

Creative Questions
Mind Mapping

Why? What's Stopping you?

DEVELOP

PPCO

Card Sort

Evaluation Matrix

Targeting

IDEATE

Brainstorming

Brainwriting

Forced Connections

Excursion

Word Dance

SCAMPER

IMPLEMENT

Assisters & Resisters

Paired Comparison

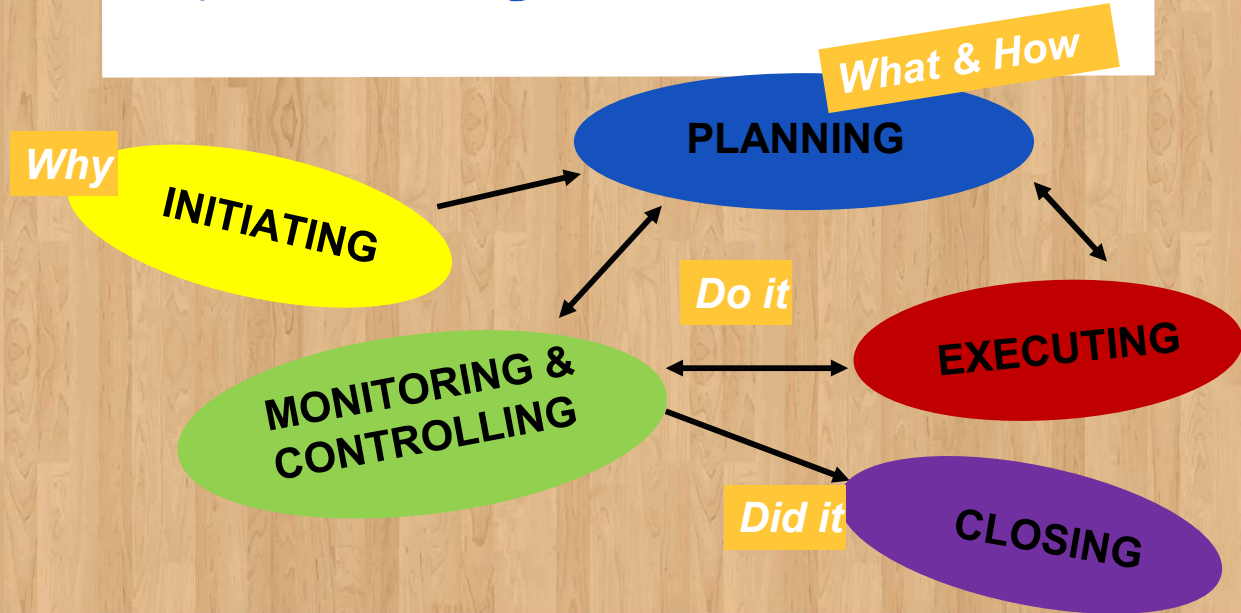
Stakeholder Analysis

Sequencing

Teach
Practice
Apply

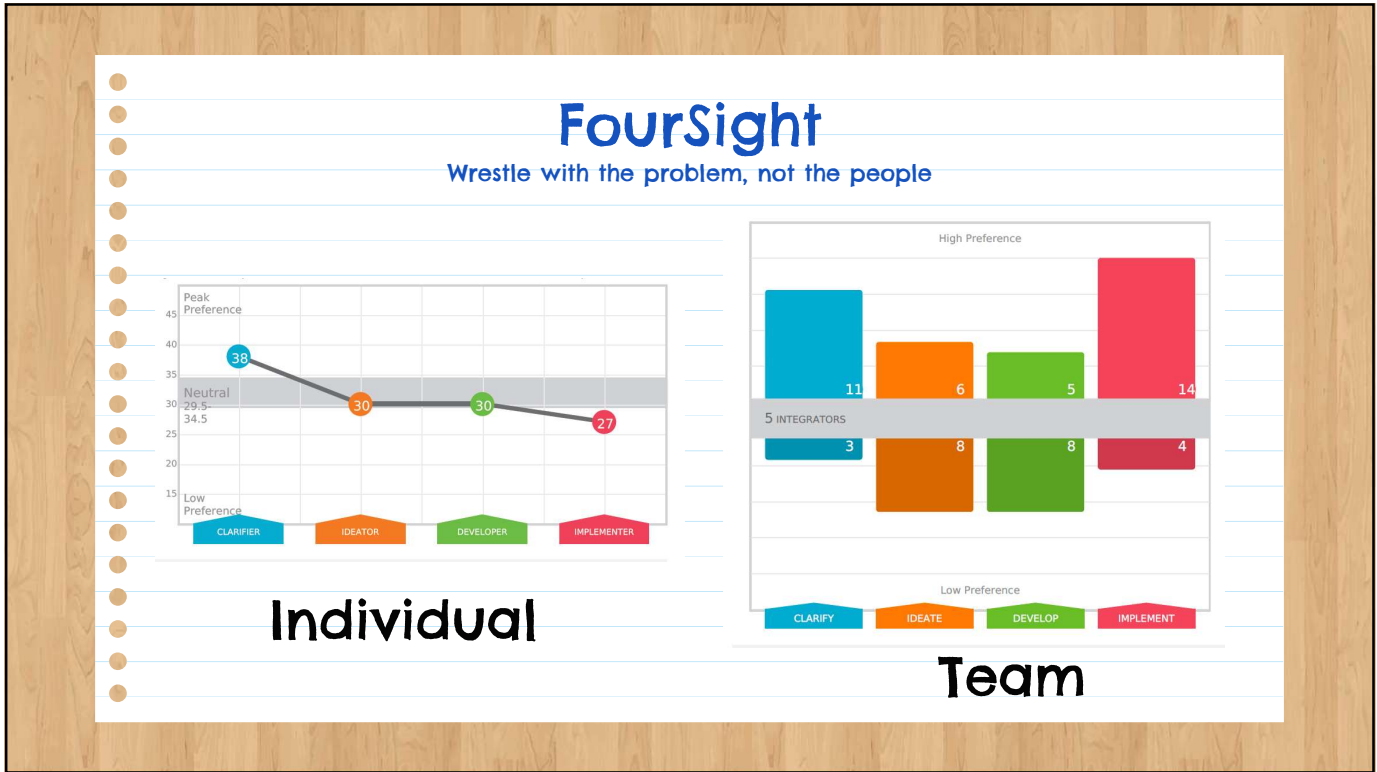
Highlighting

Project Management Fundamentals



PM - Processes & Knowledge Areas

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

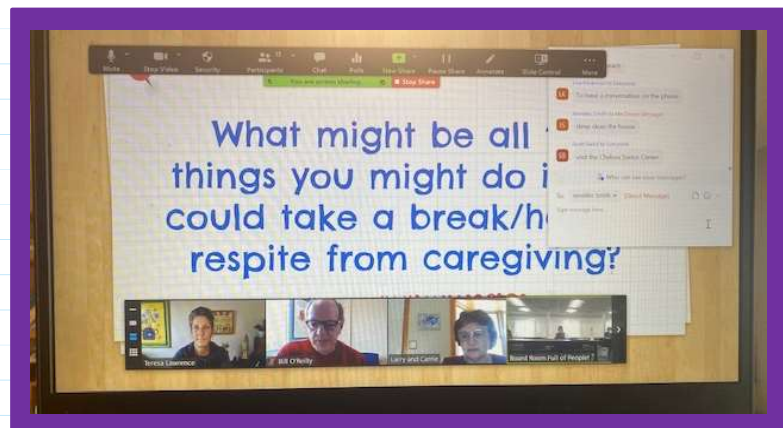


Technical assistance with project development and facilitation for problem solving and stakeholder engagement and input (virtual or in person).

Ideation Sessions

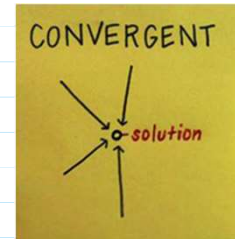
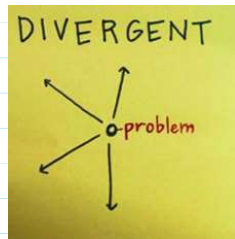
- Care givers: Four - virtual and in person
- Providers: Seven - virtual and in person
- Creative questions care givers:
 - WMBAT things you need support with/help with/assistance with?
 - WMBAT things you would do if you had a period of respite?
 - WMBAT things inhibiting you from taking a respite?
- Creative questions providers:
 - WMBAT respite needs in your community?
 - WMBAT improvements or new respite services or programs you might provide?

Giving Care Givers Voice



Creativity Etiquette

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



Thank You!

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NY Academy of Medicine Evaluation of Exhale

