Exhale –
The Family Caregiver Initiative
Workshop Series

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NYS WBE

Novel
Creativity
Useful

Temporary Endeavor
Project Management
Unique Deliverable

VALUE
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: Exploring the vision & identifying the challenge
- Ideate: Generating ideas
- Develop: Transforming solutions & bringing ideas to life
- Implement: 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 ≠ actions
- Ideas ≠ decisions
- Ideas ≠ conclusions
- Ideas ≠ 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!

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**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 minute
How many ideas?
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
Let’s Practice
Stand up
Brainstorming
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?
How many ideas?
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?
How many ideas?
What to do with all the ideas?

The Dynamic Balance
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.

**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

Restate the cluster to capture its essence

Cluster the related “hits” together

HIT → CLUSTER → RESTATE
Back to the bathtub!
Back to the bathtub – H/C/R

- Make it portable
- Make it big enough for two
- Accommodating
- Enhance user experience
- More kid friendly
The more effective **PROBLEM SOLVER** separates **IDEATION** from **EVALUATION**

**Back to our practice**
I’ll model first...then your station gets to practice.

Let’s hear
What was that like?

What to expect
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

**Clarify**
- Vision Boarding
- WIBNI
- Creative Questions
- Mind Mapping
- Why? What’s Stopping you?

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

**Develop**
- PPCO
- Card Sort
- Evaluation Matrix
- Targeting

**Implement**
- Assisters & Resisters
- Paired Comparison
- Stakeholder Analysis
- Sequencing

Teach Practice Apply

Highlighting
Project Management Fundamentals

PM - Processes & Knowledge Areas
- Initiating
- Planning
- Executing
- Monitor & Controlling
- Closing

Integration | Resources
Scope | Communications
Schedule | Risk
Cost | Procurement
Quality | Stakeholder
FourSight
Wrestle with the problem, not the people

Individual

Team

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

- Caregivers: Four - virtual and in person
- Providers: Seven - virtual and in person

Creative questions caregivers:
- 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?
Creativity Etiquette

It is considered a crime against nature to diverge and converge at the same time.
NY Academy of Medicine 
Evaluation of Exhale