Memory Café Initiative

Teresa Lawrence, PhD, PMP, CSM
teresa@internationaldeliverables.com
716.536.4848

Novel
Creativity
Useful

Temporary Endeavor
Project Management
Unique Deliverable

VALUE
Objectives

- Learn, practice and apply the dynamic balance of Creative Problem Solving
- 10K overview of Creative Problem Solving and 100K overview of Project Management Knowledge Areas to lead the project proposal process and new initiative
- Overview of stakeholder/caregiver input sessions
- Type and kind of technical support

The dynamic balance
The Dynamic Balance

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

Convergent Thinking
A focused affirmative evaluation of alternatives.

The Dynamic Balance

The Dynamic Balance
Follow the rules!

Groundrules for Divergent Thinking:

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

*Cereal boxes!

A Story About Quantity
A Story About Quantity

Mom: How many boxes of cereal ARE there in this isle?
Stock clerk: Well over 200 different types of cereal.
Mom: Wow, that’s a lot of cereal! How many boxes does the average family buy?
Stock clerk: Typically, about three boxes of cereal.

From among 200 boxes of cereal, the average shopping order contains three boxes of cereal.

That’s less than 2% all the cereal boxes displayed.

The Thing About Ideas...

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

Ideas don’t have feelings, people do!
Without a process, it is personal

- Teresa Lawrence

Let’s practice idea generation
Idea Quota: 35 ideas
Let’s Practice

Say your idea out loud or type it in the chat

Idea Quota: 30 ideas in 2 minute

#cerealboxes

What might be all the ways to improve a suitcase?
How many ideas?

What’s with the pictures?
Taking two unrelated things and putting them together to generate new ideas.
- Albert Einstein

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.
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.

---

Follow the rules!

**Groundrules for Convergent Thinking:**

- Apply affirmative judgment
- Be open to novelty
- Be deliberate
- Stay on course
Mark the “Hits”

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

Cluster the related “hits "together"

Restate the cluster to capture its essence

Restate the essence as a creative question (clarify) or as an action (ideate)
From the Learning Community Ideation...

<table>
<thead>
<tr>
<th>WMBAT ways to get caregivers Internet access?</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Advocate for digital equality in care settings</td>
</tr>
<tr>
<td>- Set up free community internet access</td>
</tr>
<tr>
<td>- Educate caregivers on available internet opportunities</td>
</tr>
<tr>
<td>- Expand existing technology solutions page</td>
</tr>
</tbody>
</table>

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

**Cluster 1**

**Cluster 2**

**Cluster 3**

**Cluster 4**

---

*Back to the suitcase!*
Back to the Suitcase – H/C/R

- Add tech Features
- Incorporate storage and compartments
- Make accommodating for children
- Increase the user experience
- Adapt to weather

The Modobag: 150W electric motor; Top speed 8 mph; Rechargeable battery; Six-mile range; GPRS-GSM real-time locator; USB Port to Charge your mobile devices.
The more sophisticated PROBLEM SOLVER separates GENERATION from EVALUATION
Stick’em Up Brainstorming…with Ideaboardz

- Open the link
- Read the prompt
- Click on the+
- Write your idea on a Post-it
- Hit enter
- One idea per post-it

Let’s go for 20 ideas in three minutes
Remember the divergent guidelines

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

Let’s see if we can get 20 ideas

Let’s Practice with IdeaBoardz
What might be all the ways to promote and market your Memory Café?

• What might our message include?
• What might be our strengths?
• In what ways might we be different from (not better than) other Memory Cafés?
• What might be all OUR opportunities?
• What might set us apart from others?
• How to determine our audience?
• What might be our marketing goals?
• How to explain what a Memory Café is?
• How to increase awareness of our organization?
• In what ways might we leverage existing partners?
• How might build on our existing advertising?
Reaction? Uses? Application?

The 10k overview of Creative Problem Solving
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

It would be GREAT to have our proposal accepted!
We wish to have THREE Memory Cafés in our first year!
The problem that gets identified is the problem that gets solved.
Creative Questions

How to (H2)...

In what ways (IWW)...

What might be all the (WMBAT)...

How might (HM)....

The problem that gets identified is the problem that gets solved.
Remember the ground rules

New Tool

Brainwriting
Brainwriting – Write 3 and GO

1. Write down the wish statement or creative challenge
2. Write three ideas/creative questions
3. Get a new sheet
4. Read the creative challenge
5. Read the ideas
6. Add/build on ideas
7. Get a new sheet
8. Repeat
Brainstorming AND Brainwriting

Highlight: Hit Cluster Restate
Vetting and Building an Idea
Vetting and Building an Idea

Sequencing – Schedule and Timelines
### TOOLS...and TECHNIQUES

<table>
<thead>
<tr>
<th>CLARIFY</th>
<th>IDEATE</th>
<th>IMPLEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vision Boarding</td>
<td>Brainstorming</td>
<td>Assisters &amp; Resisters</td>
</tr>
<tr>
<td>WIBNI</td>
<td>Brainwriting</td>
<td>Paired Comparison</td>
</tr>
<tr>
<td>Creative Questions</td>
<td>Forced Connections</td>
<td>Stakeholder Analysis</td>
</tr>
<tr>
<td>Mind Mapping</td>
<td>Excursion</td>
<td>Sequencing</td>
</tr>
<tr>
<td>Why? What’s Stopping you?</td>
<td>Word Dance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SCAMPER</td>
<td></td>
</tr>
<tr>
<td>DEVELOP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PPCO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Card Sort</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evaluation Matrix</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Targeting</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Highlighting</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Reaction? Uses? Application?

- Reaction?
- Uses?
- Application?
The 100k overview of Project Management

Project: A temporary endeavor undertaken to create a unique product, service or result.

- PMI
Processes & Knowledge Areas

- Initiating
- Planning
- Executing
- Monitor & Controlling
- Closing

<table>
<thead>
<tr>
<th>Initiating</th>
<th>Integration</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning</td>
<td>Scope</td>
<td>Communications</td>
</tr>
<tr>
<td>Executing</td>
<td>Schedule</td>
<td>Risk</td>
</tr>
<tr>
<td>Monitor &amp; Controlling</td>
<td>Cost</td>
<td>Procurement</td>
</tr>
<tr>
<td>Closing</td>
<td>Quality</td>
<td>Stakeholder</td>
</tr>
</tbody>
</table>

Project Management Fundamentals

- Initiating
- Monitoring & Controlling
- Executing
- Closing

- Why
- What & How
- Do it
- Did it
**Scope Considerations**

- **Scope Management** ensures a project’s scope is accurately defined and mapped. What is IN and what is OUT?

  - Provides Clarity and Direction
  - Establishes Boundaries
  - Reduces Miscommunication
  - Facilitates Project Execution
  - Manages Stakeholder Expectations
  - Constrains Scope Creep
  - Aids Risk Management
  - Ensures Effective Resource Utilization

**Schedule Considerations**

- **Schedule Management** is the listing of activities, deliverables, and milestones within a project.
  - What might be all the tasks we need to complete for the proposal?
  - What might be the duration of the tasks and any dependencies?
  - How might we identify and sequence program delivery?
  - What might be all the milestones leading up to the proposal?
Resource Considerations

- **Resource Management** identifies, acquires, and manages the resources needed for the successful completion of a project.
  - What might be all “stuff and things” we need to open a new Memory Café?
  - In what ways might we use existing human capital?
  - How might we plan “in” the development of the proposal?

Stakeholder Considerations

- **Stakeholder Management** is the process by which systematically identify stakeholders; analyze their needs and expectations; and plan and implement various tasks to engage with them.
  - In what ways might we engage caregivers?
  - In what ways might we identify stakeholders + and -?
  - How might we “manage” the various stakeholders?
Communication Considerations

- **Communication Management** is a collection of processes that help make sure the right messages are sent, received, and understood by the right people.
  - How to determine with whom we need to communicate, how, when, and about what?
  - How to determine who (on the team) will communicate out?
  - What might be all the ways to keep participants informed about upcoming events?

Risk Considerations

- **Risk Management** works to increase the probability and/or impact of positive risks and to decrease the probability/impact of negative risks in a project.
  - What might be all the things that might go so RIGHT or so WRONG?
  - How to identify the areas that might provide the greatest risk?
  - How might we plan risk responses?
Procurement Considerations

- **Procurement Management** supports the purchase/acquisition of products, services or results needed from outside the project team.

  - What might be all the things we need to host a Memory Café?
  - How might we otherwise cover costs for ancillary needs?

Quality Consideration

- **Quality Management** is the degree to which the project fulfills requirements and satisfies the needs for which it was undertaken...Did we build the thing right?

  - What might be all the criteria to determine "quality" of our Memory Café?
  - What might be all the criteria to determine "success" of our Memory Café?
  - How might measure is our messaging is working?
  - How might we capture "click rates"?
Cost Considerations

- **Cost Management** is the process of estimating, allocating, and controlling project costs.
  - How should we do this?
  - How will we keep track of the budget?
  - How will we share/reduce costs?
  - How can we estimate costs?
  - How can we sustain our Memory Café?
  - How can we remain within the budget?
  - How can we forecast budget needs?

Integration Considerations

- **Integration Management** is the coordination of all elements of a project - tasks, resources, stakeholders, managing conflicts between different aspects of a project and adjusting trade-offs between competing requests and evaluating resources.
  - How will we keep this project coordinated?
  - What might the process be to agree to "pivot" in our plan?
  - How will we monitor all aspects of the project and integrate changes to one area with other areas affected?
A helpful tee-up?

A highlight of ideation sessions*

*Crowley Webb
Ideation Sessions

01 + 02 = Novel + useful

Creative!

Caregivers
What they said

Providers
What you bring

Ideation Sessions

- Providers/Caregivers/Providers and Caregivers: Virtual and in person
- Creative questions with caregivers:
  - What might be all the barriers inhibiting you from attending a Memory Café?
  - How might attending a Memory Café bring joy to you and your caregivee?
  - What might be all the questions you have about a Memory Café?
- Creative questions with providers:
  - In what ways might you collaborate with other providers?
  - How to determine the necessary steps for US to establish a Memory Café?
Giving Care Givers Voice

WMBAT things you might do...?

- Go out/connect with others
  - Go out with my friends, see my friends, talk to people, meet with a friend, spend time with my friend just laughing, meet new people, reconnect with "outside" world, social connections are so important - activities - brain engagement

- Reconnect with friends and family
  - Go out for a meal/have dinner as a family or with friends again, time with friends without worrying about CR, spend time with family, get to know my husband again, game night party, talk to friends on the phone, have coffee with my sister, have a glass of wine with my friends
WMBAT things you might do...?

- Go out/connect with others
- Reconnect with friends and family
- Take “one dayers”
- Make visits
- Travel/longer get aways
- Self-care activities/Me time
- Get support
- Find a hobby
- Take time for faith

Providers – The Three Take Aways

Access to Caregivers
Organizations who easily/as part of their work access/convene caregivers.

Established Programs
Organizations who have services or programs in place.
- Trainings
- Services

Refined Logistics
Organizations who have “nuts and bolts” figured out.
- Space/location
- Transportation
- Technology
- Volunteers

Novel + useful
# Input Sessions

- **In person**
  - Proximity
  - Easels
  - Head count
  - Room arrangement
  - What info are you seeking?

- **Virtual**
  - Tech abilities/logistics
  - Head count
  - What info are you seeking?

Initial proposal and budget: June 12  
Final proposal and budget: August 9

---

You can’t read the label from inside the box.
Program Supports

- TA with proposal development
- Project Management support
- Facilitation services:
  - Team challenges/problem solving
  - Stakeholder engagement

Workshop 5 – TA proposal & PM supports, facilitate
Creativity Etiquette

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

Teresa Lawrence, PhD, PMP, CSM
teresa@internationaldeliverables.com
(716) 536.4848
NYS WBE
2019 SBA Home-Based Business of the Year