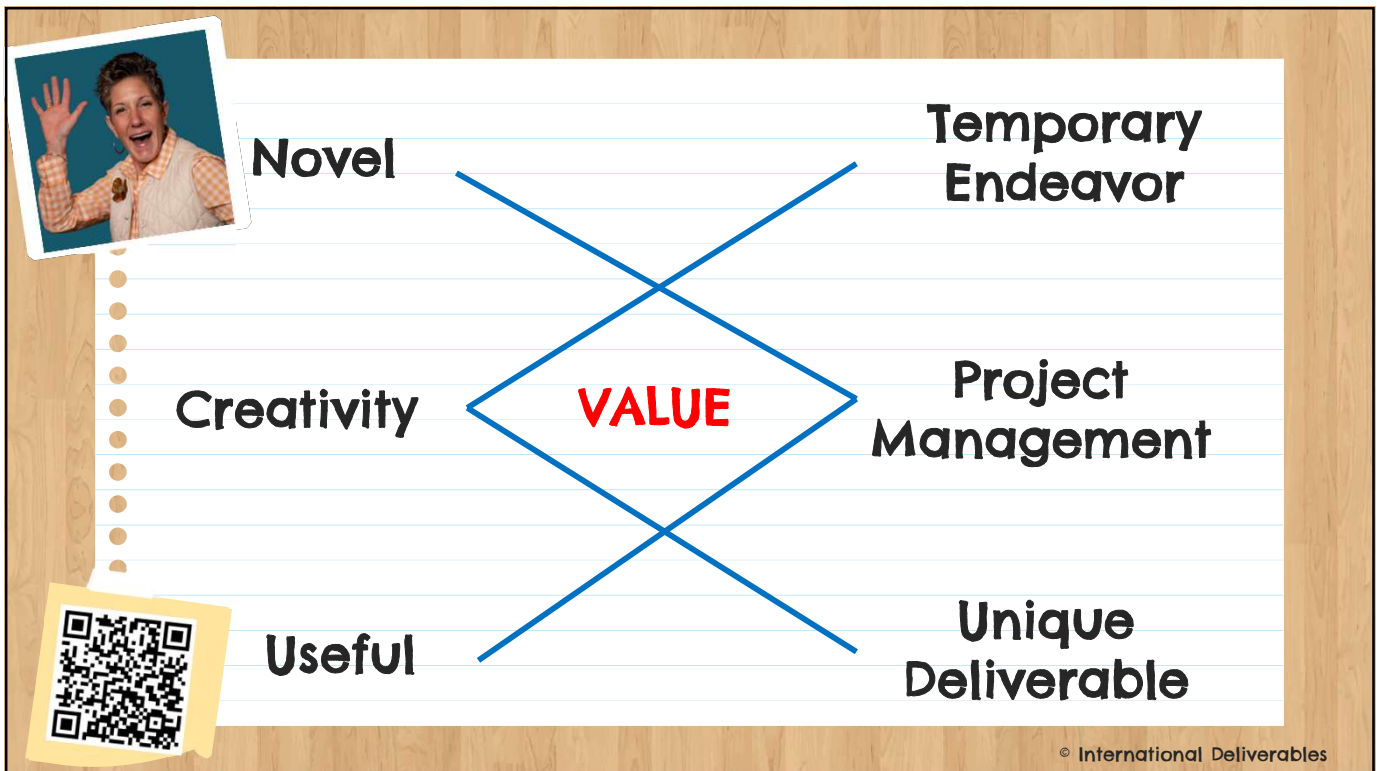




Memory Café Initiative

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Novel **Temporary Endeavor**

Creativity **Project Management**

Useful **Unique Deliverable**

VALUE



© International Deliverables

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

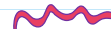
Dynamic
Balance

Divergent Thinking

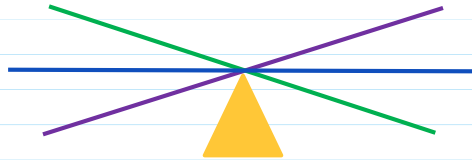


A broad search for many
diverse and novel
alternatives. **Ideation**

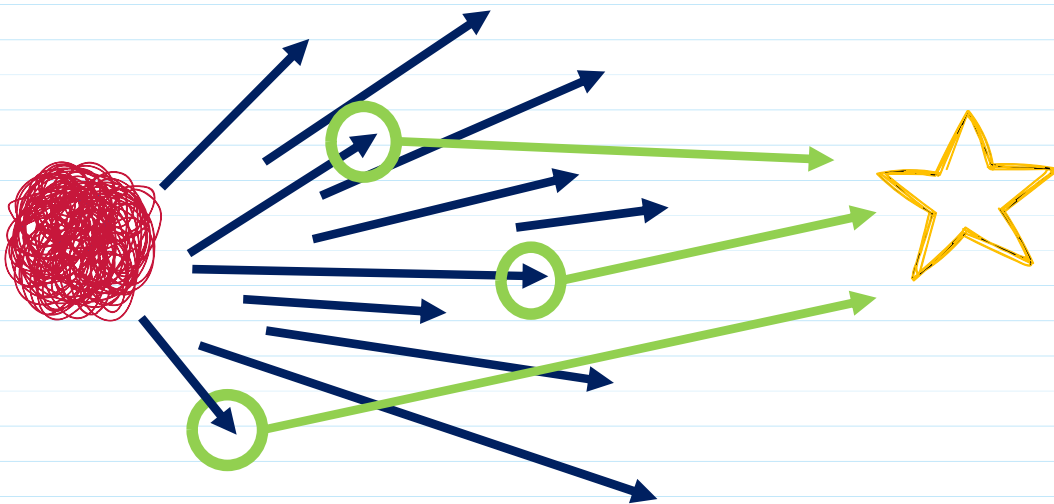
Convergent Thinking



A focused affirmative
evaluation of alternatives.
Evaluation



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.

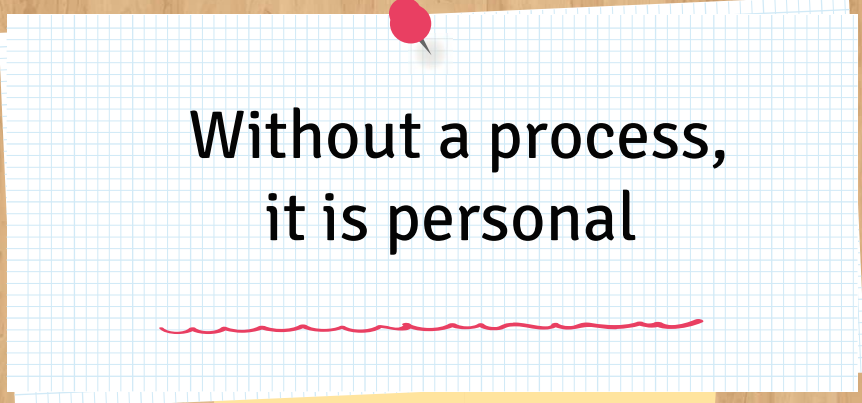
From among **200** boxes of cereal, the average shopping order contains **three** boxes of cereal.

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

The Thing About Ideas...

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

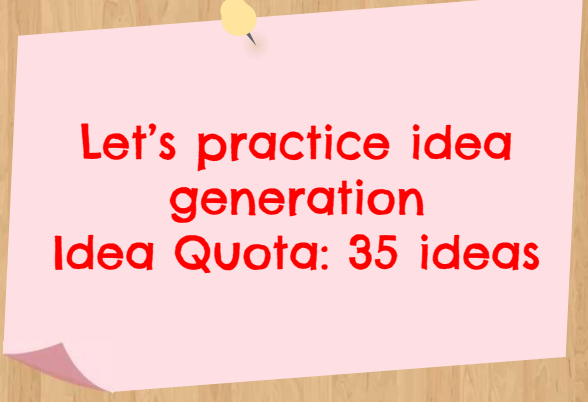
Ideas don't have feelings, people do!



**Without a process,
it is personal**



- Teresa Lawrence



**Let's practice idea
generation
Idea Quota: 35 ideas**

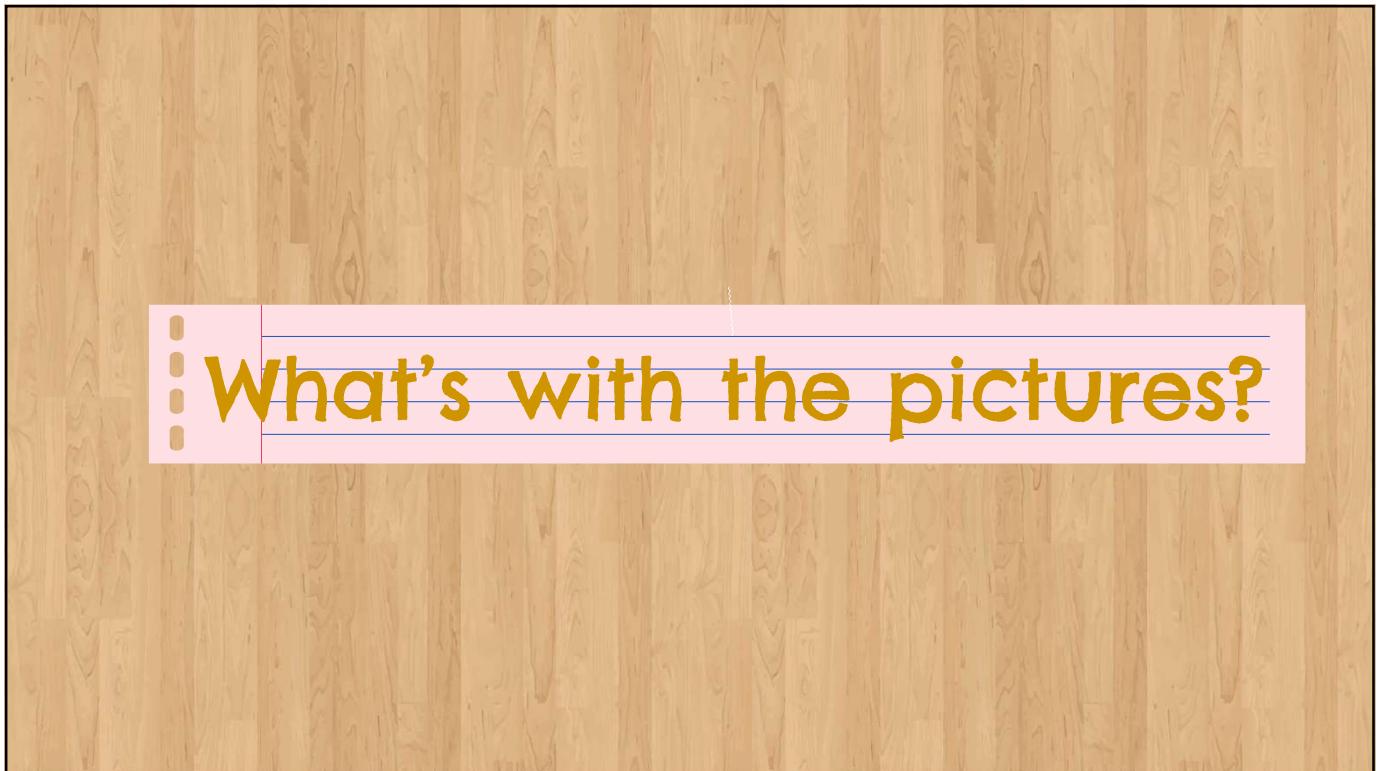
Let's Practice

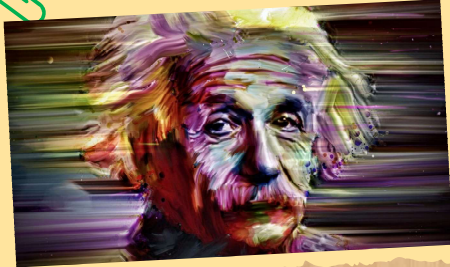
Say your idea out loud or type it in the chat

Idea Quota: 30 ideas in 2 minute
#cerealboxes



What might be all the ways to improve a suitcase?





Combinent Thinking Combinatorial Play

Taking two unrelated things and putting them together to generate new ideas.
- Albert Einstein

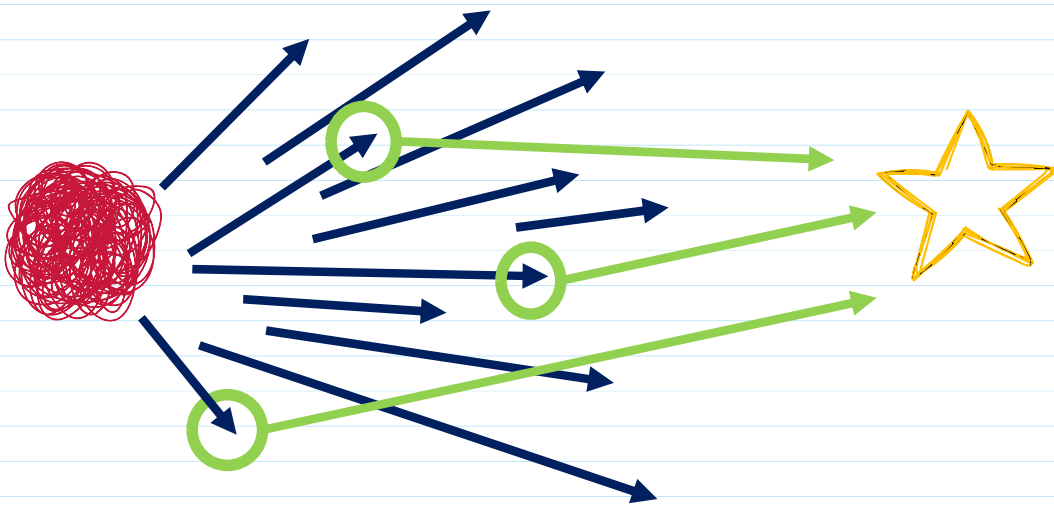
The goal is to *force a connection* between two totally unrelated things, **the prop** and **the problem**, to stimulate thinking and create more ideas. These new ideas are often more novel and unusual.

Forced Connections



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.

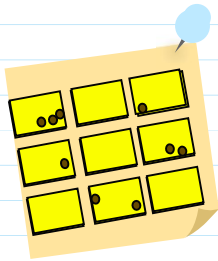


Follow
the
rules!

Groundrules for Convergent Thinking:

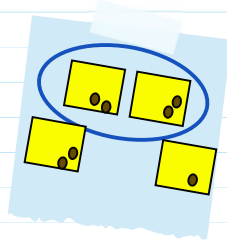
- Apply affirmative judgment
- Be open to novelty
- Be deliberate
- Stay on course

Highlighting



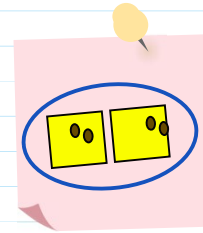
Mark the "Hits"

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



Cluster

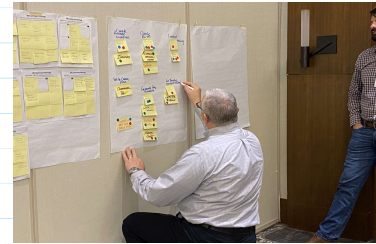
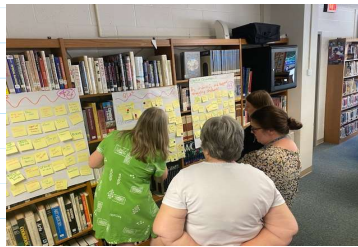
Cluster the related "hits" together



Restate

Restate the cluster to capture its essence

Highlighting



HIT



CLUSTER



RESTATE*

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

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

What might be all the ways to get caregivers comfortable using technology?

Highlighting Hit Cluster Restate

Expand existing technology solutions page

Establish community connections network to provide tech support

Highlight the possibilities that technology provides for increased respite

Back to the suitcase!

Back to the Suitcase - H/C/R

Add tech
Features

Incorporate
storage and
compartments

Increase the
user
experience

Make
accommodating
for children

Adapt to
weather





Dynamic
Balance

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



Let's practice a virtual
tool and apply to your
work!



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

The screenshot shows the IdeaBoardz interface with a grid of sticky notes. The title is "At Home Learning" and the subtitle is "It would be great if learning in the 'at home model' ignited passion, developed thinking skills and positioned students for what comes next." The grid contains 42 sticky notes arranged in 7 rows and 6 columns. Each sticky note has a question and a numerical value.

Sticky Note 1	Sticky Note 2	Sticky Note 3	Sticky Note 4	Sticky Note 5	Sticky Note 6
WMBAT things students are interested in? +0	H2 have order? +0	H2I ignite passion +0	how to figure out what my kids are supposed to learn +0	how to fill the day +0	HT listen more to students needs? +0
hmi helping student develop thinking skills +0	H2I teach students to figure out what comes next +0	in w w might my kids stay motivated? +0	WMBAT thinking skills I need to focus on? +0	How to focus on process more than content? +0	H2I teach students thinking skills +0
HT make students engaged? +0	how to stay focused for the rest of the school year +0	how to not be too rigid +0	WMBAT ways to learn? +0	H2I get my student to take at-home learning seriously +1	how to find balance between fun and learning +0
WMBAT dreams students have for a school? +0	H2 connect with other? +0	how to have playdates and socialize with friend's while at home +0	H2I teach social skills while at home +0	How to not worry about filling the day? +0	HT find people to teach? +0
H2 find national standard +0	HT rethink school? +0	How to have students create curriculum +0	how to not stress over this +0	How might I get my high schooler to prioritize school work over things he wants to be doing +0	HT know what is needed now? +0
					How might I teach my child to follow a schedule when at home?(at school) +1



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



Exploring the vision & identifying the challenge

Ideate



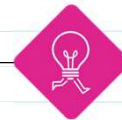
Generating ideas

Develop



Transforming solutions & bringing ideas to life

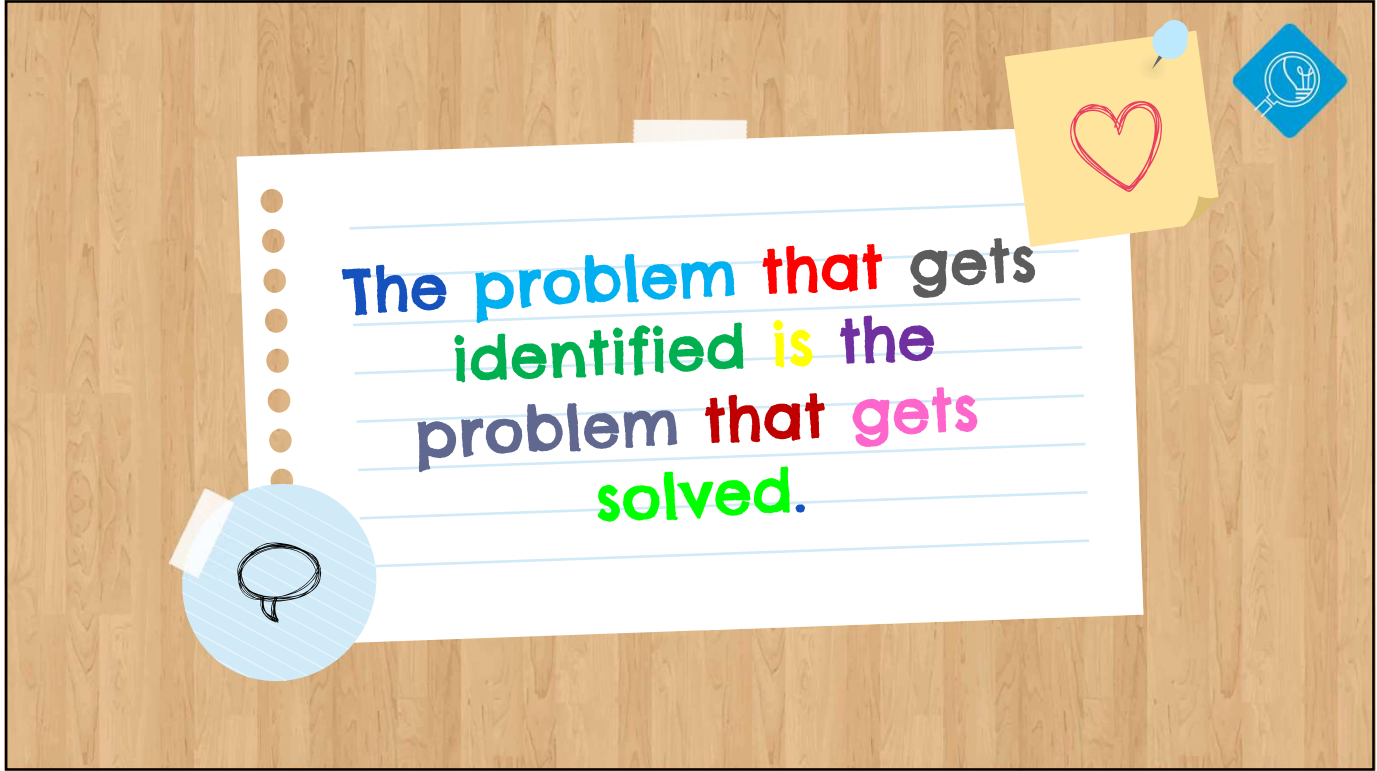
Implement



Securing buy-in & formulating a plan

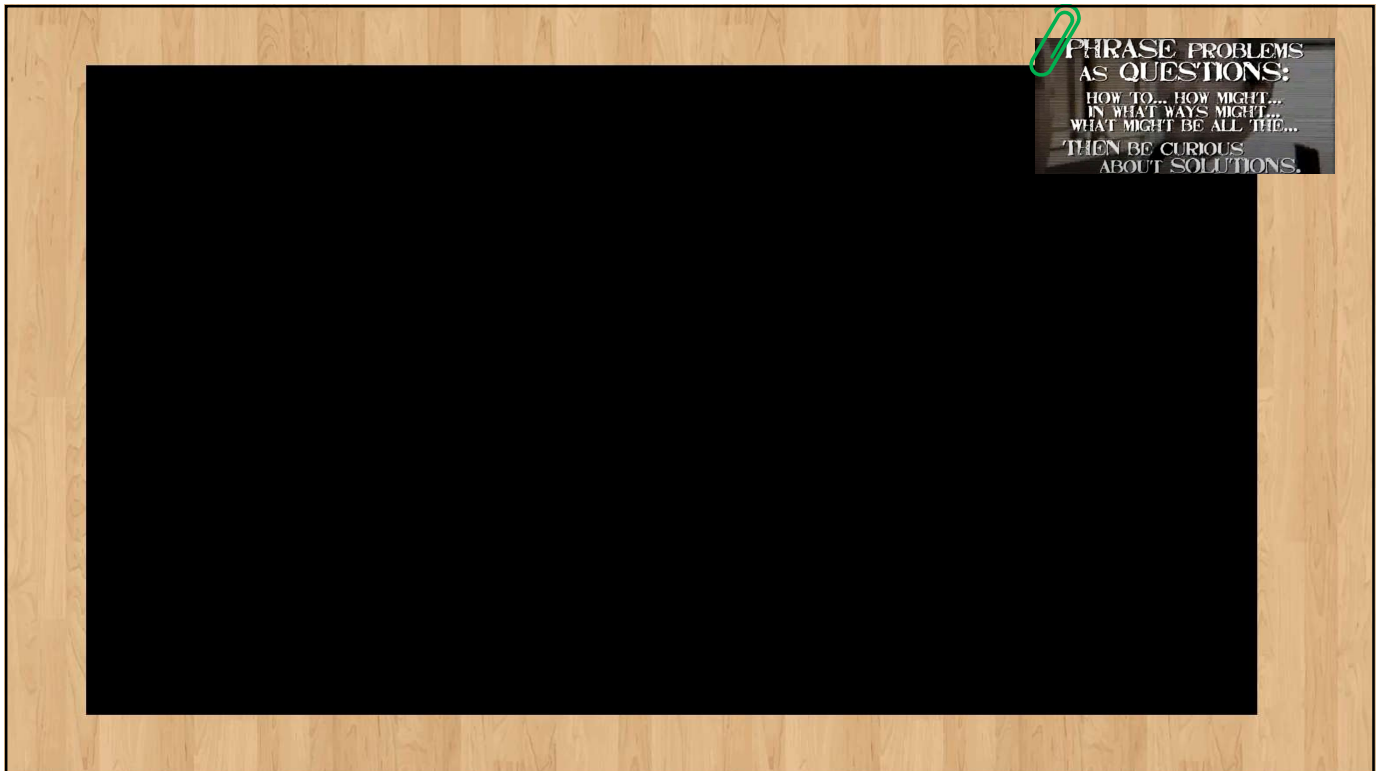


It would be GREAT to have our proposal accepted!
We wish to have THREE Memory Cafés in our first year!



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

A yellow sticky note with a red heart outline is pinned to the top right. A blue diamond-shaped icon with a white lightbulb is in the top right corner. A blue circular icon with a white speech bubble is on the left side of the note.



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

A green paperclip is attached to the top left of the text box.

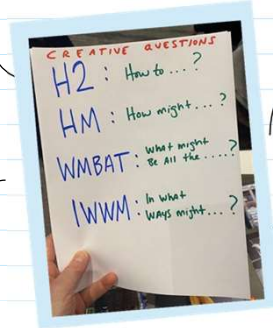
Creative Questions

How to
(H2)...

In what ways
(IWW)...

How might
(HM)...

What might be
all the
(WMBAT)...



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

HM we tell
Atwell's story

How might we
tell & Atwell
story

HM we distinguish
between Gen
Computers?

HM we create
brand
Ambassadors?

HM we shape our policies

What tools
recruit
talent?

use
to reach

long
aid
/promo

employee experience?

Brainstorming



Remember the ground rules

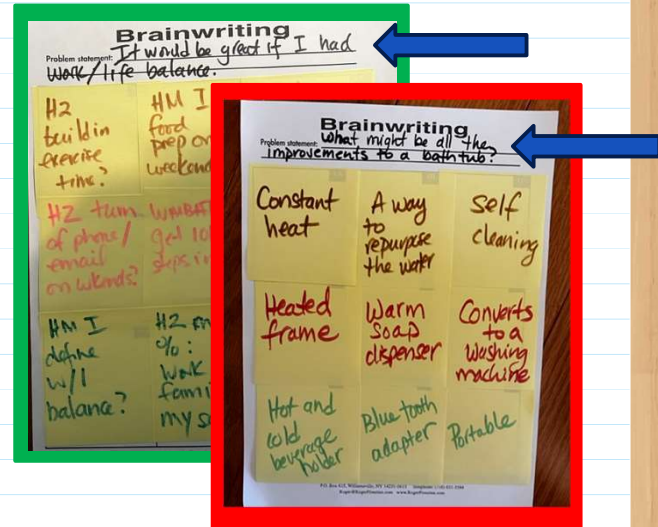
New Tool

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

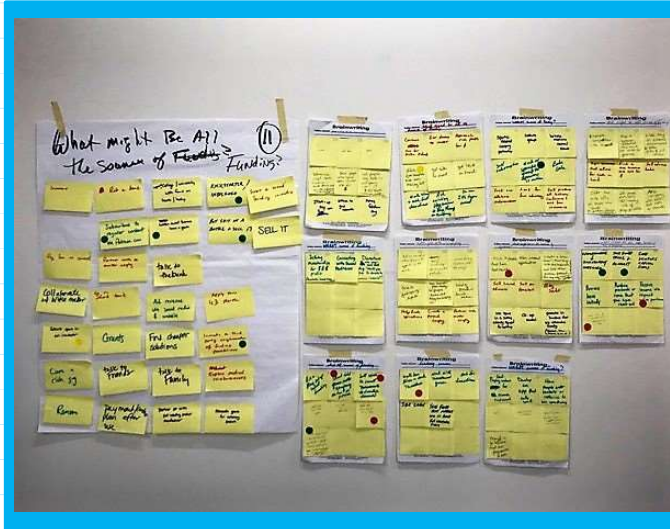


Brainwriting - Write 3 and GO

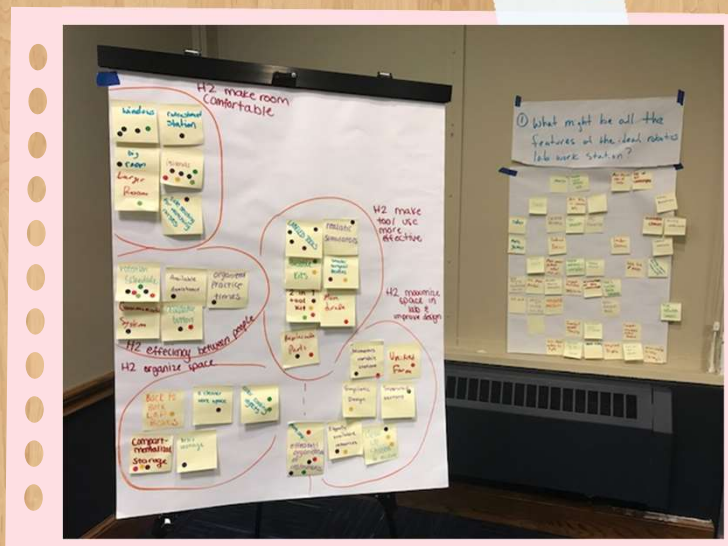


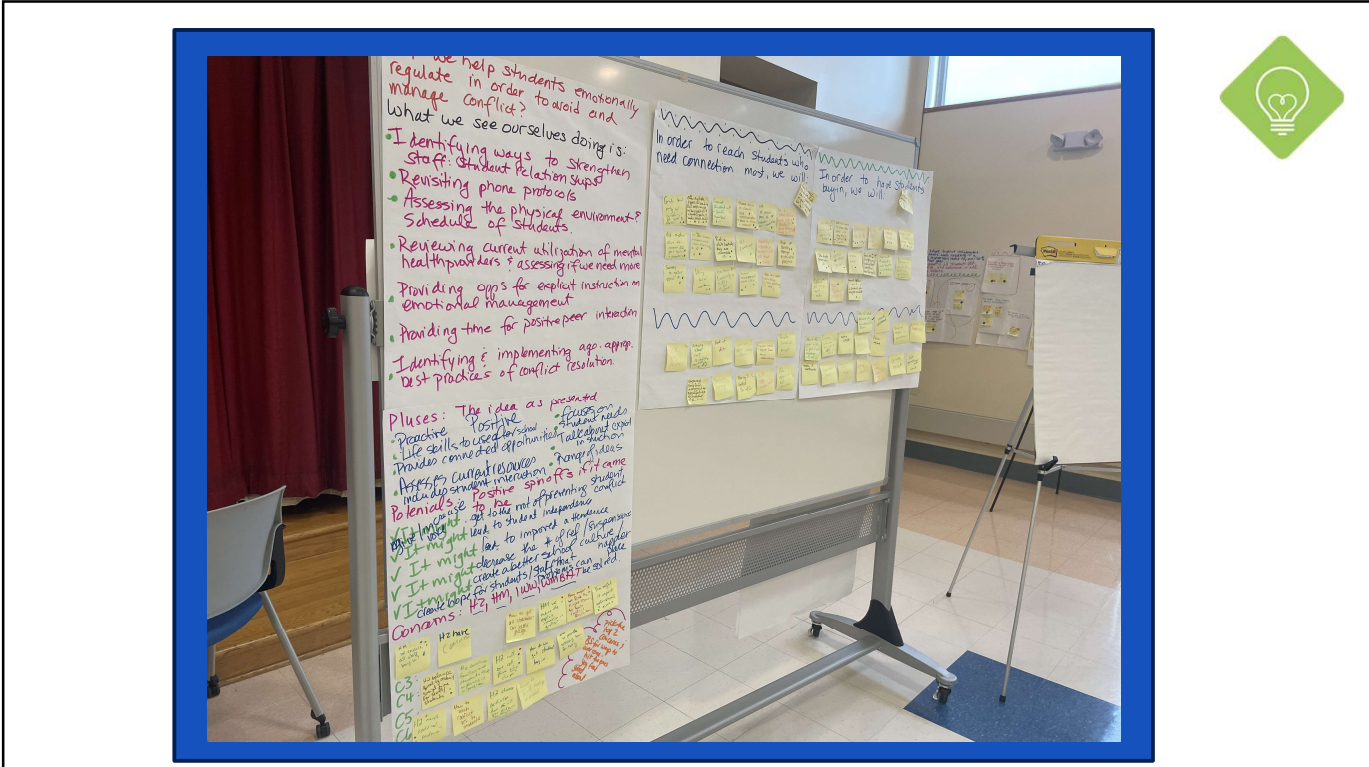


Brainstorming AND Brainwriting



Highlight:
Hit
Cluster
Restate





Vetting and Building an Idea



Vetting and Building an Idea



DEVELOP SOLUTIONS

Plans, Potential, Concerns, Overcoming Concerns (PPCC)

Imagine what your solution would look like when it is implemented. Create a picture with rich details in your mind. Begin your story with the idea phrase starter: What I see us doing is...

What we see us doing is... Establishing a community based caregiver respite program and resource center staffed by university students that includes a component that supports caregivers in getting quality respite.

List at least EIGHT phrases or specific strengths of your idea as it stands right now. Think about your idea at face value.

1. The partners at the table have experience in this model
2. Students can take ownership
3. Increased capacity for caregivers
4. Learning opportunities for students
5. Provides a reliable place for caregivers to go
6. Expands community partnerships
7. Intergenerational interactions
8. Workforce development/pipeline
9. Center for best practice cultivation
10. Reinforces best practice

List at least EIGHT potentials, opportunities, speculations, spin-offs or possible future goals.

What might be the result if you were to implement your idea? Use the phrase, "It might..." to list your potentials.

- It might...grow the prof workforce
- It might...lead to better health outcomes for caregivers
- It might...sustainable model for community respite
- It might...increased social connections
- It might...increased value of older adults to younger
- It might...increase learning opportunities
- It might...provide a consistent model for respite training
- It might...lead to operational efficiencies in volunteer mgmt
- It might...position students to recreate in this space. List the concerns you have about your idea.

- Be sure to phrase each concern as a question that will allow you to overcome each one
- How to improve risk... "larger" if the space
 - How to ensure sustainability over year (not just one year)
 - How to ensure we are not too busy
 - How to manage the liability of having older adults on site
 - How to ensure the hours of operation for caregiver and volunteer needs
 - How to manage students to meet community needs
 - How to address transportation issues - students and adults
 - How to determine length of stay to optimize the respite opportunity
 - How to ensure accessibility needs are met
 - How to ensure staff of partners/engagers increases the country
 - How to use year-round staff/volunteers
 - How to ensure a consistent ongoing training program
 - How to get caregivers to try the program/model
 - How to ensure that staff/benevolent volunteers are motivated
 - How to deal with staffing shortages
 - How to ensure research and learning
 - How to ensure that all staff and providers are fully trained
 - How to determine what education we are seeking
 - How to support professional staff
 - How to support professional staff

Review your concerns. Decide which one is the most important to overcome and place it in the space below. You will generate ways to overcome that concern. Once you have enough ideas to overcome the most important concern, move on to the next important concern and generate ways to overcome that concern.

Concern 1: The need for strong leadership around the space: Ideas for overcoming concern 1.



Concern 2: How to identify partner(s) that can provide a dependable and accessible space for the program.



Concern 3: How to broadly communicate/engage the opportunity to the community?



Concern 4: How to determine criteria for participation?



Strengthen your solutions by overcoming them. Rewrite your concerns beginning with the phrase "In order to..." Then select the sticky notes with the most promising ideas to overcome them and place them below the phrase "We will..."

In order to...Ensure strong leadership around the space We will...



In order to...Identify partner(s) that can provide a dependable and accessible space for the program. We will...



In order to...Broadly communicate/engage the opportunity to the community We will...



In order to...Determine criteria for participation...we will



Remember to phrase each concern as a question that will allow you to overcome each one

Sequencing - Schedule and Timelines



Timeline

Action To Be Done	Who Will Do It	By When	Report/Support
Increase participation at SA and Parent Centers	SVB, AED, BPS, PO, CBOs, Vendors	9/1 and beyond	SVB, BPS, CBO, AED, PO, Vendors
Create 1-2 page data summary to use to educate public, school admins, etc.	Comm team	9/1	CS Planning Team
Develop strategies to increase's tutors, teacher, community engagement	Principals, CSO, Sre, facilitator	9/1 and beyond	Arbut, principals, CS, SI
MOUs for Food - Dec	CBOs, BPS	9/1 and beyond	MOUs, BPS, Zls
Match health, office, and legal services	Offices, principals	9/1 and beyond	Business, Teacher, principals, Erica
SAT Prep	CSN (16), principals, CBO, negotiators	Dec	Principals
Review Budget	BPS, CBO, CSNs, principals	9/1 and beyond	Principals, CBOs, BPS
Increase parental engagement/board parents	PO, BPS, CSN, SF	9/1 and beyond	PO, Erica
Attend 1st day school meetings	CSN, ZL, PO, site facilitators	9/8 and beyond	Principals
Visit community school in another community	CSN, SF	1/11	Tanya
Attend EBMT Meeting	CSN, SF	8/1	ZL, principals
Best practice guide implementation	Tanya, Arbut	9/15	CS planning team
Get community members involved	All	9/1 and beyond	CS planning team
Open SA	CSN, CBO	9/8 and beyond	CSN, CBO, ZL, principals, Erica, Arbut, Tanya
Open ELT	CBO, CSN, principals	Oct 18	Tara
High school is happening in school with after school programs and Saturday Academy	All	Now and ongoing	CS planning team
Perform staff partner evaluations	SVB & all areas	Quarterly, annually	Erica Leads
Create zone communication	ZL	Bi-monthly	Tanya, Arbut
Order supplies	CBOs, CSNs, site facilitator	Monthly, start 9/1	CBO, BPS, ZL
Smart sheet	CBOs, CSNs, site facilitator	Monthly, start 9/1	CBO, BPS, ZL
Create new funding sources for school	All	Ongoing	All
CS Conference	Planning team	Nov - Oct	Planning team
Invite partners to visit CS for their meetings	Principals, Arbut, Tanya, SF, ZL	9/1 and beyond	Planning team
Incorporate PTO/PTA into planning SA	PO	9/1 and beyond	BPS
Complete fall testing requests	CSN, CBO	8/30	PO, CBO
Semi-annual PD for vendors	CBO, CSN, BPS	Bi-annual	BPS, CBO
Conduct community needs survey	Planning team	1/1	Planning team
Family Engagement Survey	CSN, Gabriela OFFE	Quarterly, annually	OFFE, Erica
East Zone Champion Events	EE, CSNs, CBOs	9/1 and beyond	SL, Principal
CSO Groups	CSNs	9/1	Principals
Detail van visit	CSNs	10/1	Erica, Breanna
Stage March Club	Gabriela, OFFE, CSNs	Quarterly	OFFE, Erica
Community bus based on zones	ZL, CSNs	9/1 and quarterly	Erica
January - March			
Action To Be Done	Who Will Do It	By When	Report/Support
Prepare for parent surveys	Gabriela, Breanna	1/1	OFFE
Coordinate spring field trip request	CSN, Site facilitator	1/31	CBO, BPS
Prepare for SF	PO, BPS	1/31	Principals
Talk care of garden	CSN, principals, engineers	3/1	Principals, CBOs
Advocacy	CS Team	1/28 (Arbut)	assistants, CS coalition
Special class budget	CSN, principals, engineers	3/1	BPS
Communicating events, E2 Champion	EE, CSN, ZL	3/30	Principals
Annual Report Development	Communication team	3/1	Tanya, Arbut
Perform internal school subject surveys	CSNs	3/30	Erica, ZL
Start planning 2020-2021 school year	CS Planning team	3/30	Planning team, Principals
Improve participation	Principals, Mac (T) Partners, ALL	1/1 - 6/30	Erica, Breanna
April - June			
Action To Be Done	Who Will Do It	By When	Report/Support
Perform evaluations	Supervisors	6/30	SB Dept
Inventory Completion	CSN, Site facilitator	6/15	Principals, BPS, CBO
Reflector of 2019-2020 Program	All	6/30	All
Use key data points available	CSN, SF	4/15	Erica
End of year celebration	School day after school SA, CSN, SF	May - June	Principal, ZL, CBO
Quarterly and end of year partner update	Arbut, Tanya, Team	Quarterly	Community Partners
School governance Engagement Survey	CSN, CSO	Monthly	Erica, OFFE
Communicating Activity Completion	CSNs, CBO, Principals	6/30	Principals, Erica
Standardize wall surveys @ all CS Secondary Academy	SF	Monthly	ZL

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

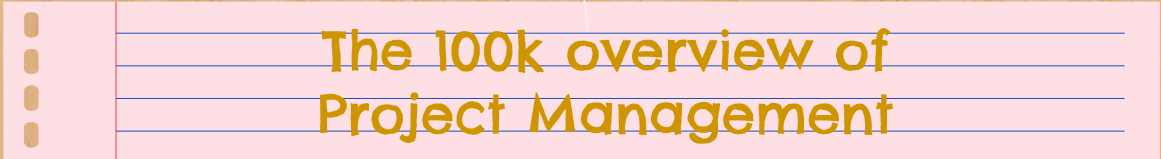
IMPLEMENT

Assisters & Resisters
Paired Comparison
Stakeholder Analysis
Sequencing

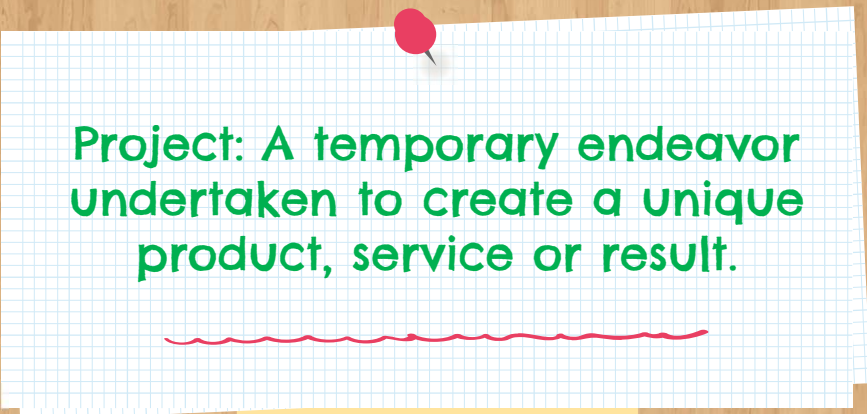
Teach
Practice
Apply

Highlighting


Reaction?
Uses?
Application?



The 100k overview of Project Management



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



Proposal



- PMI

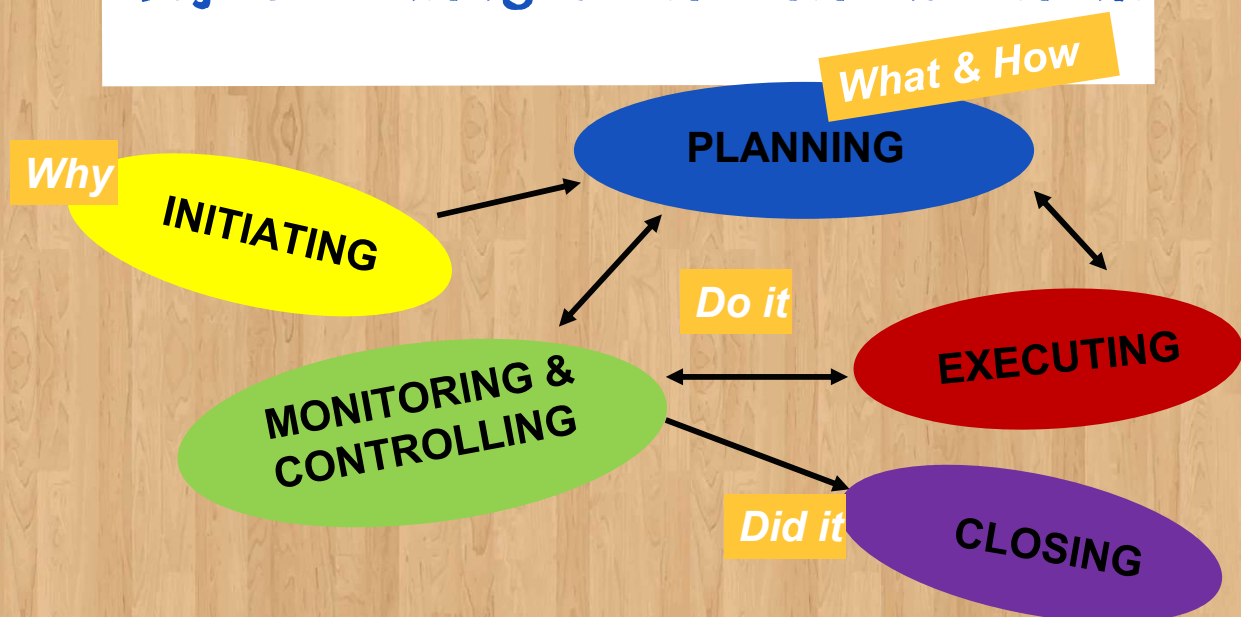


New
Memory
Café

Processes & Knowledge Areas

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

Project Management Fundamentals



Scope Considerations

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



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 resources are needed to open a new Memory Café?
- In what ways are resources used?
- How are resources managed?



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 are stakeholders identified?
- In what ways are stakeholders engaged?
- How are stakeholders managed?



How are stakeholders managed?
 How are stakeholders + and -?
 How are stakeholders managed?

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,

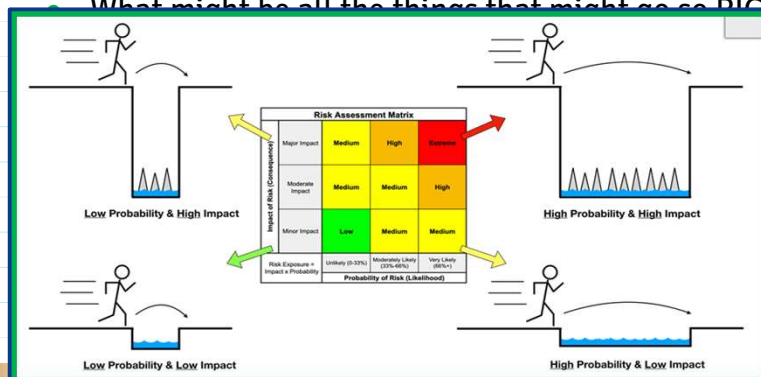


communicate out?
informed

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



greatest risk?

Procurement Considerations

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



to host a

ary 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?



ne "quality" of our

ne "success" of our

working?

Cost Considerations

- **Cost Management** is the process of estimating, allocating, and controlling project costs.

- How to estimate project costs?
- How to allocate project costs?
- How to control project costs?
- How to manage project risks?
- How to manage project quality?
- How to manage project communication?



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.



our plan?

integrate

and?



A helpful tee-up?



A highlight of
ideation sessions*

*Crowley Webb

Ideation Sessions

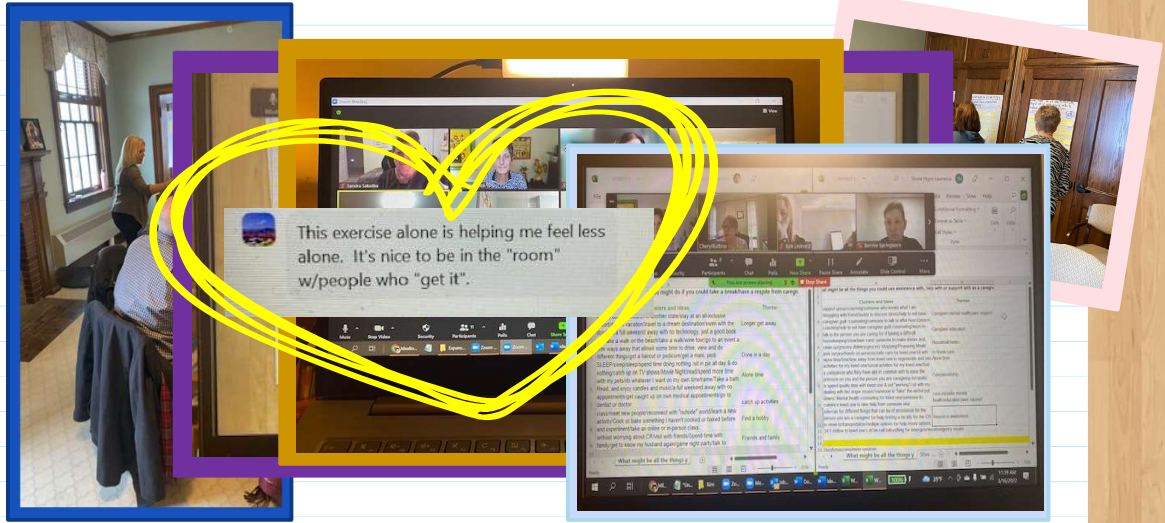


Ideation Sessions

Dynamic Balance

- 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



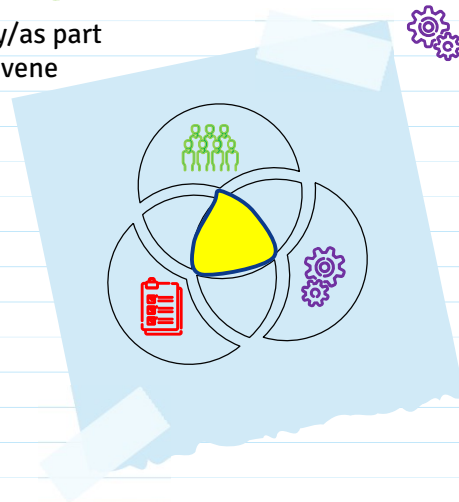
Refined Logistics

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

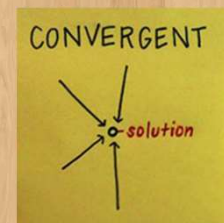
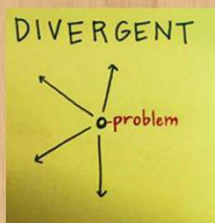
- TA with proposal development
- Project Management support
- Facilitation services:
 - Team challenges/problem solving
 - Stakeholder engagement

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!

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NYS WBE
2019 SBA Home-Based Business of the Year

