SEMI Exhale

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

Objectives

- Recap the dynamic balance
- Recap the Creative Problem Solving process
- 100K overview of Project Management Knowledge Areas to help frame the project proposal process and new Respite programs
- Type and kind of technical support
- Overview of stakeholder/caregiver input sessions
The 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!
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
In the chat and then in IdeaBoardz

Let’s Practice again with IdeaBoardz

Say your idea out loud

Idea Quota: 30 ideas in 2 minute
#cerealboxes
What might be all the ways to get an elephant out of your kitchen?
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.

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)
Questions? Uses? Applications?
Let’s use Idea Boardz 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
In what ways might you find/solicit partners for/on/in your new Respite program?

The more sophisticated PROBLEM SOLVER separates GENERATION from EVALUATION.
Creativity Etiquette

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

Questions?
A recap 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 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.

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

- How to (H2)...
- How might (HM)...
- In what ways (IWW)...
- What might be all the (WMBAT)...

PHRASE PROBLEMS AS QUESTIONS:
- HOW TO... HOW MIGHT...
- WHAT MIGHT BE ALL THE...
- THEN BE CURIOUS ABOUT SOLUTIONS.
Creativity Etiquette Tip #5

#5: Ensure proper restating

Restate essence as verb (action)

Ideeate for Ideas

Restating

Ideate to Clarify

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

Clarify

Formulate or reframe the challenge in multiple and varied ways to decide what problem will be 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
What might be all the ways to collaborate with other organizations?

Pluses, Potentials, Concerns, Overcoming Concerns (PPCO)

01  Pluses  Find value in the idea – express what you like about it.

02  Potentials  What opportunities might be possible if the idea worked? (It might…)

03  Concerns  Present issues as creative questions to invite new thinking. (H2, HM, IWW, WMBAT)

04  Overcoming Concerns  Brainstorm ways to overcome stated challenges.
The Mop-Romper

Vetting and Building an Idea
Vetting and Building an Idea

Evaluation Matrix

A tool to generate criteria in order analyze promising ideas, options or solutions.

Accommodates objective and subjective criteria.

Provides direction.

Another systematic way for building consensus while making choices.
Developing program possibilities
IWW might we leverage Assister help?
IWW might we mitigate Resister impact?

Select most important Assisters or Resisters

Sequencing

Timeline
### Creativity Etiquette Tip #5

**#5: Ensure proper restating**

- **Ideate for Ideas**
  - Restate essence as a **verb (action)**

- **Ideate to Clarify**
  - Restate essence as a **creative question**: H2, HM, IWW, WMBAT

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### 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

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**Teach Practice Apply**

**Highlighting**
Reaction? Uses? Application?
**Project:** A temporary endeavor undertaken to create a unique product, service or result.

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- PMI

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**Processes & Knowledge Areas**

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

**Initiating**
- **Why**

**Planning**
- **What & How**

**Executing**
- **Do it**

**Monitoring & Controlling**
- **Did it**

**Closing**

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**Scope Considerations**

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

[Diagram showing various benefits of Scope Management]

- 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” needed to open a new Respite program?
  - In what ways might we use existing human capital?
  - How to 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?

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 establish a new Respite program?
- 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 are all the criteria to determine the “quality” of our Respite program?
  - What are all the criteria to determine the “success” of our Respite program?

Cost Considerations

- **Cost Management** is the process of estimating, allocating, and controlling project costs.
  - How to determine aspects of the budget?
  - How to share/reduce costs?
  - How to estimate cost?
  - How might we sustain our Respite program?
  - How to remain within budget?
  - How to 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 to keep this project coordinated?

- What might the process be to agree to "pivot" in our plan?

- How to 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

Ideation Sessions

01 Care givers
  What they said

02 Providers
  What you bring

= Novel + useful
  Creative!
Ideation Sessions

- Providers/Caregivers/Providers and Caregivers: Virtual and in person
- Creative questions with caregivers:
  - What might be all the things you need support with/help with/assistance with?
  - What might be all the things you would do if you had a period of respite?
  - What might be all the things inhibiting you from taking a respite?
- Creative questions with providers:
  - In what ways might you collaborate with other providers?
  - What might be all the improvements or new respite services or programs you might provide?!

Giving Care Givers Voice

- This exercise is helping me feel less alone. It’s nice to be in the “room” w/people who “get it”.

**Input sessions**

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

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

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**Input sessions**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>IP or V</th>
<th>Agency</th>
<th>Location</th>
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<tbody>
<tr>
<td>April 23, 2024</td>
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<td>V</td>
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<td>Hannan Center</td>
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<td>May 14, 2024</td>
<td>5 - 6 pm</td>
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<td>May 14 or 20</td>
<td>IP</td>
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<td>Detroit Public Schools</td>
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<td>May 21, 2024</td>
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<td>May 21, 2024</td>
<td>9 - 11 am</td>
<td>IP</td>
<td>Second Ebenezer</td>
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<td>5/14, 20 or joining in 5/21</td>
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<td>Community Treehouse Center Detroit</td>
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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
Thank You!
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NYS WBE
2019 SBA Home-Based Business of the Year