A highlight of ideation sessions

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Ideation Sessions

01 + 02 = Novel + useful Creativity!

Care givers
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 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?
**WMBAT things you might do…?**

<table>
<thead>
<tr>
<th>Go out/connect with others</th>
<th>Travel/longer get aways</th>
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</thead>
<tbody>
<tr>
<td>Reconnect with friends and family</td>
<td>Self-care activities/Me time</td>
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<tr>
<td>Take “one dayers”</td>
<td>Get support</td>
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<tr>
<td>Make visits</td>
<td>Find a hobby</td>
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<td>Take time for faith</td>
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**WMBAT barriers inhibiting a respite:**

- **How to/where to start**
  - Resource/program awareness, navigator, logistics, paperwork, options, schedule, coordination

- **Practical barriers**
  - Cost, transportation, mobility challenges (CG/CR), CG obligations - household chores/work/family, time management, emergencies

- **Caregiver emotions**
  - Guilt, fear, worry, anxiety, vows/promises, overwhelmed by the planning/organizing, need for emotional support, lack of trust - “stranger”, dealing with the aftermath

- **Care receiver response**
  - Anger, fear, mood, resistance to change in routine, refusal of help but for/from CG
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

“New” respite programs!

Improvements to existing respite services or programs

New respite services or programs

Small is OK!
Size of project AND collaboration

Increase the supply, range of, and access to respite opportunities for family caregivers

New “respite” programs!

Novel + useful
Sessions

- Virtual: We just need to coordinate!
- In-person: Monday, May 20 and Tuesday, May 21

- Determine if having a session alone or with others
- Time to organize/coordinate
- In-person or virtual
Reactions and questions?

Today's Focus

Ideate:
Generating many varied ideas

Develop:
Transforming solutions & bringing ideas to life

Implement:
Exploring acceptance & formulating a plan
Agenda

- Recap
- Learn about stages in the CPS – Ideate, Develop, Implement
- Experience some new tools
- Learn, practice, apply

THE CREATIVE PROCESS

Clarify  Ideate  Develop  Implement

- Exploring the vision & identifying the challenge
- Generating ideas
- Transforming solutions & bringing ideas to life
- Exploring acceptance & formulating a plan

Dynamic Balance
### TOOLS...and TECHNIQUES

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<tr>
<th>CLARIFY</th>
<th>IDEATE</th>
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<td>Brainstorming</td>
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<td>WIBNI</td>
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<td>Creative Questions</td>
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<td>Mind Mapping</td>
<td>Excursion</td>
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<td>Why? What’s Stopping you?</td>
<td>Word Dance</td>
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<td>SCAMPER</td>
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<th>IMPLEMENT</th>
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<td>Assisters &amp; Resisters</td>
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<td>Card Sort</td>
<td>Paired Comparison</td>
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<td>Evaluation Matrix</td>
<td>Stakeholder Analysis</td>
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<td>Sequencing</td>
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### The more sophisticated PROBLEM SOLVER separates idea GENERATION from idea EVALUATION
The Dynamic Balance

Remember the divergent guidelines

01. Defer judgement
02. Go for quantity
03. Build on the other creative questions or ideas
04. Seek novelty
Divergent Thinking

**Clarify**
- Formulate or reframe the challenge in multiple and varied ways in order to decide what problem will be solved

**Ideate**
- Broad search for multiple and varied novel and useful solutions
Follow the rules!

Groundrules for Convergent Thinking:
- Apply affirmative judgment
- Be open to novelty
- Be deliberate
- Stay on course

Highlighting

HIT  CLUSTER  RESTATE*

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

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

Clarify: Exploring the Vision

- **Purpose:** Develop a vision of a desired outcome.
- **Cognitive Thinking Skill:** Visionary and Wishful Thinking
  - Articulating a vivid image of what you desire to create.
- **Affective Skill:** Dreaming
  - Imagining as possible your desires and hopes.

Desired State

It would be great if... I wish that...
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 of 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.

 Clarify: Identify the Challenge

**Purpose:** Identify the gaps that must be closed to achieve desired outcome.

**Cognitive Thinking Skill:** Strategic Thinking
Identifying the critical issues that must be addressed and pathways needed to move toward desired future.

**Affective Skill:** Sensing Gaps
Become consciously aware of discrepancies between what currently exists and is desired or required.

**Formulating Challenges**

*objective* → Well Defined Problem

How to…? In what ways might…? How might…? What might be all the…?
Creative Questions

How to (H2)...

In what ways (IWW)...

How might (HM)....

What might be all the (WMBAT)...

Clarify

Formulate or reframe the challenge in multiple and varied ways to decide what problem will be solved
The problem that gets identified is the problem that gets solved.

Any uses, applications, or questions from last time?
On to today's work!

THE CREATIVE PROCESS

- Clarify
- Ideate
- Develop
- Implement

- Exploring the vision & identifying the challenge
- Generating ideas
- Transforming solutions & bringing ideas to life
- Achieving buy-in & formulating a plan
**Ideation: Exploring Ideas**

- **Purpose:** Generate novel ideas that address important challenges.
- **Cognitive Thinking Skill:** Ideational Thinking
  - Producing original mental images and thoughts that respond to important challenges.
- **Affective Skill:** Playfulness
  - Freely toying with ideas.

**Remember the divergent guidelines**

1. **Defer judgement**
2. **Go for quantity**
3. **Build on the other ideas**
4. **Seek novelty**
A few divergent tools

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
- Hand your Post-it up to your facilitator
- One idea per Post-it
- No discussions

Let’s go for 20 ideas in 3 minutes
A silent tool that gives members a time to reflect on ideas and deliberately build on other thoughts.

Tool to help deal with groups in which shy, quiet members are being overshadowed by more vocal ones.

Generates more ideas because everyone is working simultaneously.
Brainwriting – Write 3 and GO

1. Write down the creative challenge
2. Write three ideas
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
Write the Challenge Statement at the top.
What might be all the things you would do if you had a period of respite?

Write ideas and pass your sheet around.
Brainwriting – Write 3 and GO

Brainstorming AND Brainwriting
Reaction and Application?

New Tool

IdeaBoardz
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 1 minute
Another tool!

Word Dance: Musical Chairs with Words

Divergent tool to generate phrases, nouns, verbs for alternative meaning-making and representation.
# Home Sweet Home

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Meaning</th>
<th>Abbreviation</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abode</td>
<td>Domicile</td>
<td>Kingdom</td>
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<td>Apartment</td>
<td>Dorm</td>
<td>Mansion</td>
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<td>Cabin</td>
<td>Duplex Estate</td>
<td>Palace</td>
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<td>Castle</td>
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<td>Crib</td>
<td>Hovel</td>
<td>Tent</td>
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# Word Dance - Let's Practice

**What might be all the words to describe RESPIE?**

1. **Defer judgement**
2. **Go for quantity**
3. **Build on other ideas**
4. **Seek novelty**

If you get stuck, look at the pictures.
What was that like?
Where/when might you use this tool?

On to your work!
Let’s meet in Mural and continue with Lillian’s challenge

Next steps?
THE CREATIVE PROCESS

Clarity Ideate Develop Implement

- Exploring the vision & identifying the challenge
- Generating ideas
- Transforming solutions & bringing ideas to life
- Exploring acceptance & formulating a plan

Develop: Formulating Solutions

- **Purpose:** Move from ideas to solutions.
- **Cognitive Thinking Skill:** Evaluative Thinking
  Assessing the reasonableness and quality of ideas in order to develop workable solutions.
- **Affective Skill:** Avoiding Premature Closure
  Resisting the urge to push for a decision.

**objective** A Well Refined Solution
Let me tell you about my friend...

The Mop-Romper
Feedback w/out Crushing the Idea or Originator

Hey, Manager, I've got a great idea!

Why don't we sell our team and move to a different city? That's what everyone else is doing.

We could sell our team and get a fresh start in a new city.

The next time I get a great idea, I'll keep it to myself!

I've got a better idea... Why don't we keep our team and keep you guys?

New Tool

Pluses
Potentials
Concerns
Overcoming
Concerns

PPCO
Pluses, Potentials, Concerns, Overcoming Concerns (PPCO)

PPCO is a four-step technique for evaluating and improving an idea.
Rooted in affirmative judgment, PPCO lets you express both positive and negative responses to an idea without crushing its potential OR originator!

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.
IDEA: Doctors use computerized medical records.

- **Pluses** (list of what is good, positive about the idea):
  - Doctors can access anyone’s medical records regardless of location
  - Reduces paperwork and need for filing cabinets for storage
  - Medications and prescriptions easier to read with fewer errors
  - If patients are traveling and fall ill, a local doctor can treat them easily
  - Doctors will word process their entries into records, rather than writing, which means information will be easier to read
IDEA: Doctors use computerized medical records.

**Potentials** (list what might happen if the idea were pursued, what the possibilities are):
- It might reduce medical errors
- It might make it easier to get a second opinion
- It might make it possible for patients to access their own records
- It might help doctors be on time for appointments

**Concerns** (what are the shortcomings, weaknesses, or limitations of the idea):
- How to ensure privacy of records?
- How to afford initial costs of technology?
- How to train all of the medical personnel to use the system?
- What might be done to help doctors form new habits (i.e. shifting from paper records to digital records)?
IDEA: Doctors use computerized medical records.

**Overcoming Concerns** (generate ideas to overcome concerns, starting with the most important): **How to ensure privacy of records?**

- Limit access to the system
- Have special password protection
- Remind people that it is no different that protecting paper files
- Hire experts to create the system
- Change passwords on a regular basis
- Put in a system of checks and balances to monitor who has accessed files

**Overcoming Concerns:** In order to ensure privacy of records, we will....

- Limit access to the system
- Have special password protection
- Remind people that it is no different that protecting paper files
- Hire experts to create the system
- Change passwords on a regular basis
- Put in a system of checks and balances to monitor who has accessed files
The Mop Romper

Let's split up
1. List and capture the PLUSES about the idea as presented
2. List and capture the POTENTIALS – if it came true – positive spin offs
3. Identify any challenges to the idea (H2, HM, IWW, WMBAT)
4. Identify your top challenge that MUST be overcome
5. Brainstorm ways to overcome
6. Hit the TOP ideas to overcome – pull those out
7. Using the statement: In order to…list your concern and post your ideas to overcome the challenge
8. Be ready to share
Let’s hear!

Applications – Input on program ideas and idea considerations
Vetting and Building an Idea

1. Participants at the table 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/collaboration
10. Best practices/collaboration

Vetting your concerns. Decide which one is the most important and place it in the upper left. You will generate ideas to overcome that concern. Cross one off when overcome. Continue the process. Repeat. These are the top:

Concern 1: The need for strong leadership around the space. Needs an idea for overcoming concern 1.

In order to... ensure strong leadership around the space

We will:

- In order to identify partners 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:
DEVELOP SOLUTIONS

Pluses, Potentials, Concerns – Overcome Concerns (PPCo)

Review your clusters of ideas and blend them into a "story." Imagine what your solution would look like when it is implemented. Create a picture with rich details in your mind.

Review your concerns. Decide which one is the most important to you.

Generate at least 12 ways to overcome that concern. Once you have enough ideas to overcome your most important concern, go to your next most important concern and generate ways to overcome that concern. Do this until all of your concerns have been overcome.

Concern 1. How to...

1. Ideas for overcoming concern one:
   - include OFA on envelope
   - include a "gift"
   - customize the envelope
   - STAMPED mailing not bulk
   - Hand written
   - Enticing freebie that comes with participation

2. Use simple language - clear directions
3. online response option AND call response option
4. include with known/existing mailing
5. Include illustrations
6. Include a map
7. Include details about the product
8. Include a compelling headline
9. Include a question
10. Include a call to action
11. Include a CTA
12. Include a CTA

PPCo

PLUSES
- It supports the platform
- It helps women
- It offers the opportunity to market the company
- It is a win-win situation
- It brings the desired value together

CONCERNS
- It may not reach as many as desired
- It may not reach the desired demographics
- The list may not be diverse enough
- The list may not be diverse enough
- It may not be as effective as desired

In order to get buy-in from women, I will...

- See the value in camaraderie
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- See the value in camaraderie

In order to share the platform with women who would benefit from the opportunity, I will...

- Plan a special kickoff event
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In order to keep up with demands of it being successful, I will...

- Plan a special kickoff event
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PPCo
The CPS Process

- Clarify: It would be great if…
- Clarify: Creative question (s)
- Ideate: Ideas to address the creative question(s)
- Develop: What we see ourselves doing is…
- Implement: Formulating a plan!

Another tool!
Evaluation Matrix

What does an idea, option or solution have to be or have to do for you to want to pursue it?

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.
Evaluation Criteria

Criteria:

They give us standards by which to evaluate our options equally and they help us to evaluate decisions. Criteria are framed in the affirmative:

- Does it...
- Will it...

Stating Criteria - The New House

- Cannot be more than $250,000.
  - Will it cost less than $250,000?
- Big enough to grow into?
  - Does it have four bedrooms?
- Super big backyard.
  - Does it have a 100 X 100 feet backyard?
- Ample parking!
  - Will the garage/driveway accommodate three cars?
# The New House

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Options</th>
<th>250K</th>
<th>100 X 100 Backyard</th>
<th>4 bedrooms</th>
<th>Accessibility</th>
<th>Good Schools</th>
<th>Intangibles</th>
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<tr>
<td></td>
<td>265 Brentwood</td>
<td>D</td>
<td>C</td>
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Rating Scale:
- E = Poor
- D = Not good
- C = Okay
- B = Good
- A = Excellent

## Decision

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Developing program possibilities
How might these tools be applied in your work and/or in the program development process?

THE CREATIVE PROCESS

Clarify  Ideate  Develop  Implement

Exploring the vision & identifying the challenge  Generating ideas  Transforming solutions & bringing ideas to life  Exploring acceptance & formulating a plan
Implementation: Exploring Acceptance

**Purpose:** Increase the likelihood of success and buy-in.

**Cognitive Thinking Skill:** Contextual Thinking
- Understanding the interrelated conditions and circumstances that will support or hinder success or acceptance.

**Affective Skill:** Sensitivity to Environment
- The degree to which people are aware of their physical and psychological surroundings.

**Implementation: Exploring Acceptance**
- The purpose of this tool is to anticipate where your proposed goal, problem definition, idea or solution is going to energize a reaction, positive or negative. Then seek help where you can get it, and plan for resistance before you encounter it.
IWW might we leverage Assister help?
IWW might we mitigate Resister impact?

Identify all the stakeholders

Select most important Assisters or Resisters

Who might help make this work?
HM we enlist their help?

Who might this rub against?
HM we overcome their resistance?
How might this tool help in the application and planning process?

- What might be all the (WMBAT) questions funders might ask?
- In what ways (IWW) might we find collaborating agencies?
- How to (H2) consider sustainability?
- How might (HM) we determine success?
- What might be all the (WMBAT) ways to build on what we already do well?
- How did insights/new learnings from the training sessions inform your program development?
THE CREATIVE PROCESS

- **Clarify**
  - Exploring the vision & identifying the challenge

- **Ideate**
  - Generating ideas

- **Develop**
  - Transforming solutions & bringing ideas to life

- **Implement**
  - Achieving buy-in & formulating a plan

Implementation: Formulating a Plan

- **Purpose**: To develop an implementation plan.

- **Cognitive Thinking Skill**: Tactical Thinking
  - Devising a plan that includes specific and measurable steps for attaining a desired end and methods for monitoring effectiveness.

- **Affective Skill**: Tolerance for Risks
  - Not allowing yourself to be shaken or unnerved by the possibility of failure or setback.
What steps might you take to put your solution into action?
What additional resources might help you implement your solution?
How might you gain enthusiasm for your solution?
Where might you start?
What special places or locations might you use?
What are some places or locations to avoid?
When might be a good time to begin?
What special timelines might you use?
How might you pretest your solution?

Plan for Action

Get it done!

<table>
<thead>
<tr>
<th>What's being done?</th>
<th>Who will do it?</th>
<th>By when?</th>
<th>Support/Report?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Term Actions</td>
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<tr>
<td>Intermediate Actions</td>
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<td>Long Term Actions</td>
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Warm Ups

- To briefly train the tool we will be using
- To “sanction” the time for speculation
- To create a judgment free zone
- To prep for the “real” work!

Imagine you just found out you are having triplets. What are all the things you will need to do to get ready for their arrival?
Imagine you are going to be spending the next six months in the Antarctic scientific research station. What are all the things you will need to do to get ready for your trip?

<table>
<thead>
<tr>
<th>What’s being done?</th>
<th>Who will do it?</th>
<th>By when?</th>
<th>Support/Report?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Term Actions</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Intermediate Actions</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Long Term Actions</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
</tbody>
</table>
How might this tool help you meet deadlines and get things done?
**Creativity Etiquette Tip #5**

#5: Ensure proper restating

**Ideate for Ideas**

Restate essence as verb (action)

**Restating**

**Ideate to Clarify**

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

- Stakeholder input
- April 23: Developing a Project Management mindset
- May 15: Work session with facilitation
Thank You!
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