



The National
Resource Center
Nutrition & Aging

2019

PRE CONFERENCE WORKSHOP

IMAGINING A CREATIVE AND SUSTAINABLE FUTURE WITH
CREATIVE THINKING



Virtual & InPerson
Training Series

IMAGINING AN
INNOVATIVE AND
SUSTAINABLE
FUTURE
THROUGH
CREATIVE
THINKING



The National
Resource Center
Nutrition & Aging



Practical Applications in Creative Ideation:
Problem Framing
Ideation
Projects
Road-Mapping

With Gregg Fraley
Gregg Fraley Innovation (GFi)
Author of Jack's Notebook
Part 2 of 3 sessions
Dallas, TX
August 26, 2019



PRACTICAL APPLICATIONS IN CREATIVE IDEATION

Homework and Pre-Reading Assignment

- [“Projects Are How Innovation Happens” \(homework for the webinar\)](#)
- [“Idea Generation Fails, Or, How To Hosed Your Next Ideation Session”](#)
- [“Crossing The Innovation Delaware”](#)



PRACTICAL APPLICATIONS IN CREATIVE IDEATION

Today's Session

- Welcome, thank you, my mission

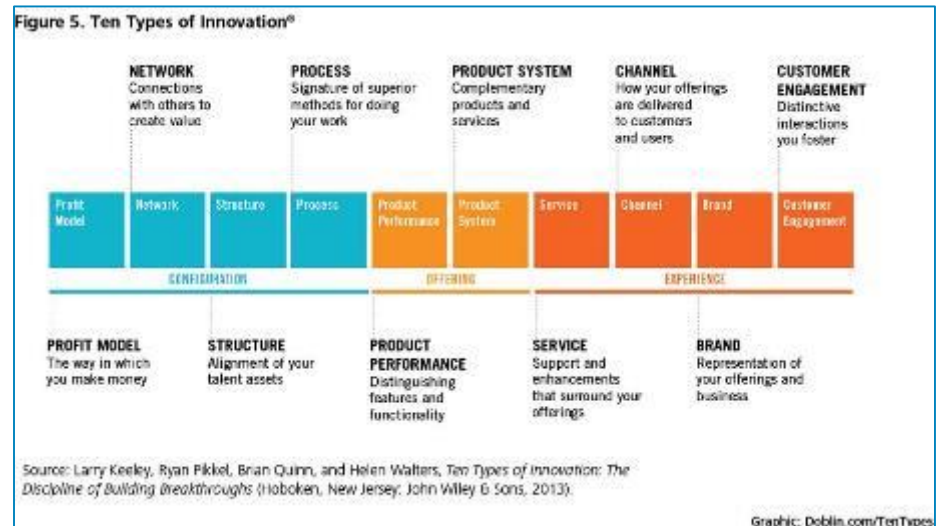
The Big Picture of Today's session:

- Review of the webinar material (brief)
- Problem Framing (for projects)
- Idea Generation
- Innovation Planning/Road-Mapping
 - (a start)



Review of Innovation 101 Webinar

- Innovation is necessary for improvement and survival
- Personal mindset about creativity is where it all starts
- Culture change happens one way: **Projects**
- Projects can be small “i” or big “I” Innovation (and many types of projects, see **Doblin 10 types**)



Read the book for extra credit. It's an eye opener, and has you thinking bigger.



Innovation Project Process (Explore, Ideas, Action)

- How to manage an innovation project
- 7 Step Process adapted from “CPS” (aka Osborn-Parnes Creative Problem Solving)*
- For more on CPS, see *Jack's Notebook*

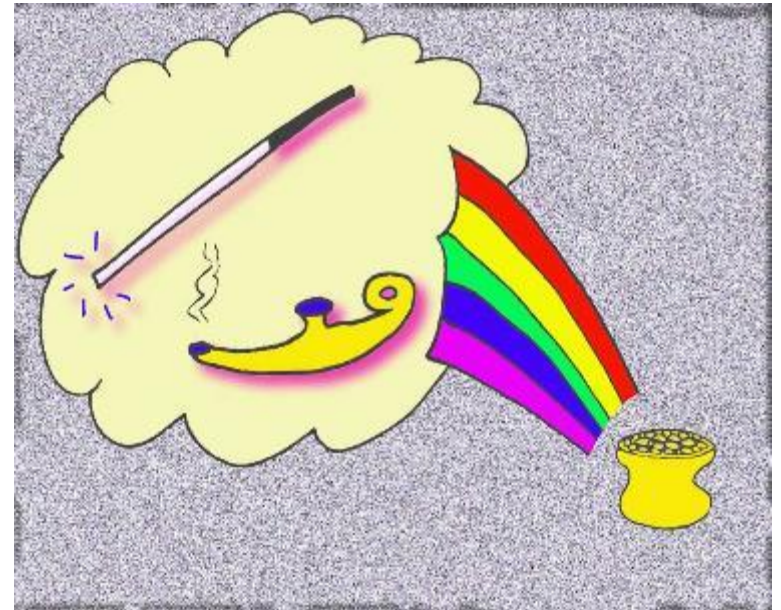
Pink = Exploration
Yellow = Idea Generation
Turquoise = Action

Purple = Metrics/Data



What Possible Projects? *(Keep this list for the future, add on)*

- Get out your pen and pad (or laptop)
- For those who did the webinar, get out your list of problem frames
- Let's make a list of opportunity areas for your organization
- Do a few silently, then ask your table mates what they're thinking
- Start with what you "wish" for
 - ***"Wouldn't it be great if... "***



Make list, then, pick one to work with

Problem Frames *(the format, how it's done)*

- **Convert a wish to a problem frame!**
- Format: *How Might We Learn Problem Framing?*
- **How Might We...+ Verb + Action**
 - *create, build, fix, eliminate* (some verb)
 - ...**Recruit more volunteers?**
 - ...**Double our donations?**
 - ... **Serve more people?**



Create Your First Point Problem Frame, Now

How Might We... + Verb + Action

Tips:

- Not too focused, not too general
- Avoid building in criteria or guardrails
- For Example:
 - *How Might We improve morale in our staff and volunteers, **without upsetting old timers or chronic complainers or blowing the budget on training?***

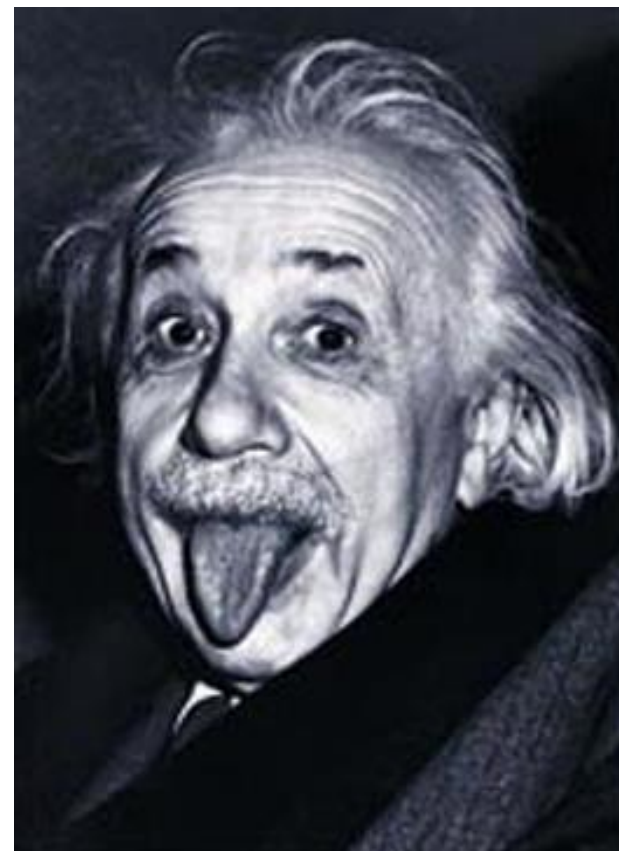


Goal: Push frame listing until you get an “Aha” about the challenge.



What Might Be Happening

- Getting a fresh perspective on a problem you've been thinking about can be difficult
- Don't ever settle for the first one, make a list of at least 10 other ways to frame the problem. Take time and work this list.
- Brainstorming ideas to answer this question comes next, and, ***the key to successful idea generation is... A good problem frame!***
- Return to your "wise hero" and imagine what they would say
- When you've diverged and had an "aha" you're then probably ready to pick one





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PERSPECTIVES FROM THE FIELD

DINING SERVICES INNOVATION
TIM GETTY



ENCORE CAFÉ-CEDAR RAPIDS/LINN COUNTY IOWA

- **Problem Statement: Need of Socialization/Dining Opportunities**
 1. Only meeting 7% of older adults needs in county
 2. Only one senior dining location in second largest metro area in Iowa, lacking affordable/healthy, socialization opportunities



ENCORE CAFE



ENCORE CAFÉ-CEDAR RAPIDS / LINN COUNTY, IOWA

• Process to Concept

1. Open new Senior Dining locations
“Surely You Can’t be Serious!”
2. Focus groups, existing partnerships, new collaborations, oh my!
3. Let’s Do the Impossible/Why Not?



ENCORE CAFÉ-CEDAR RAPIDS/LINN COUNTY, IOWA

• Process to Concept: Results/Challenges

1. “Build It and they will come” works
2. Yes, It can be that simple
3. Well.... Let’s not do that again!
4. You never know until you ask, but.....





THANK YOU

TIM GETTY

HERITAGE AREA AGENCY ON AGING

TIM.GETTY@KIRKWOOD.ORG



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PERSPECTIVES FROM THE FIELD

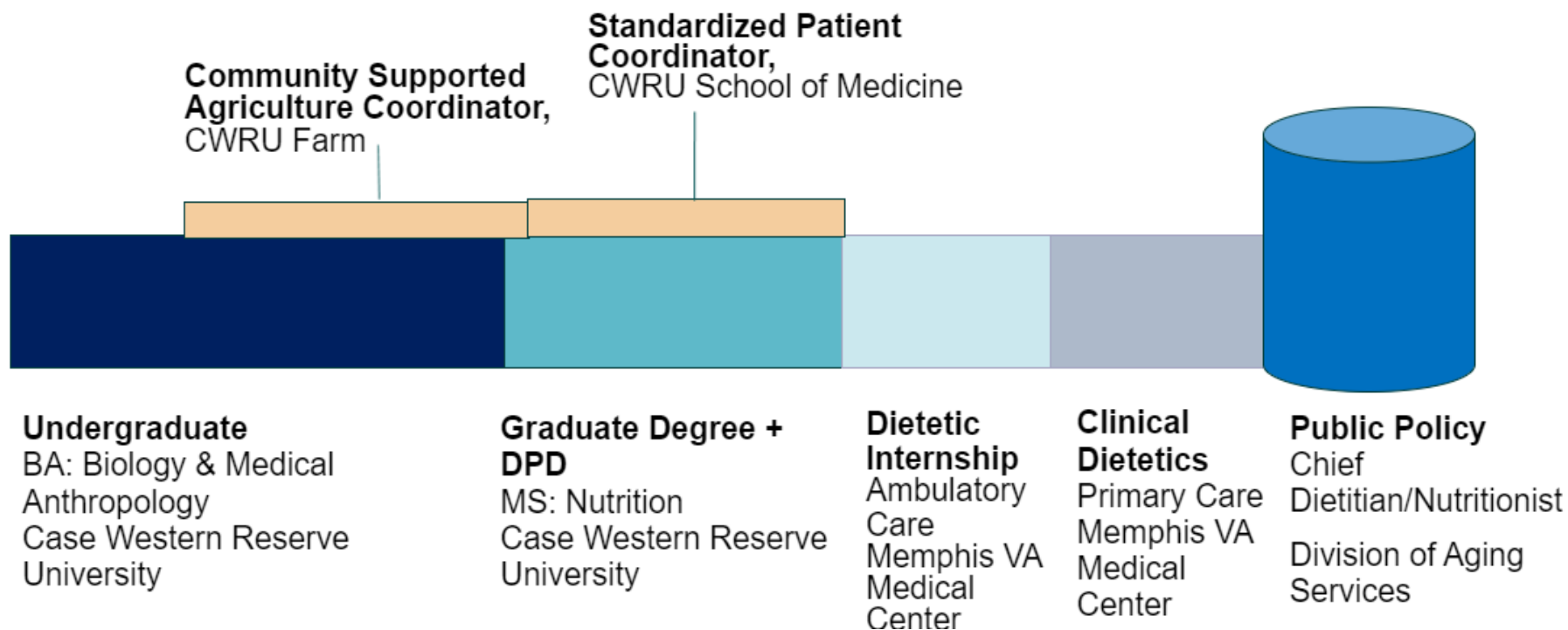
ENCOURAGING STATE-WIDE INNOVATION
RENAE BROWN

STATE UNIT ON AGING

- **Goal:** Provide services which allow seniors to age independently in the place of their choosing.



THE ROAD TO PUBLIC POLICY



DEFINING INNOVATION



USING CREATIVE THINKING TO CREATE INNOVATIVE SOLUTIONS

- **USING THE S-T-A-R METHOD**

- **S - Situation:** Assess situation and current priorities
- **T - Task:** Define tasks within your scope of influence
- **A - Action:** Identify small changes that make BIG impacts
- **R - Result:** Verify outputs of innovation efforts
-

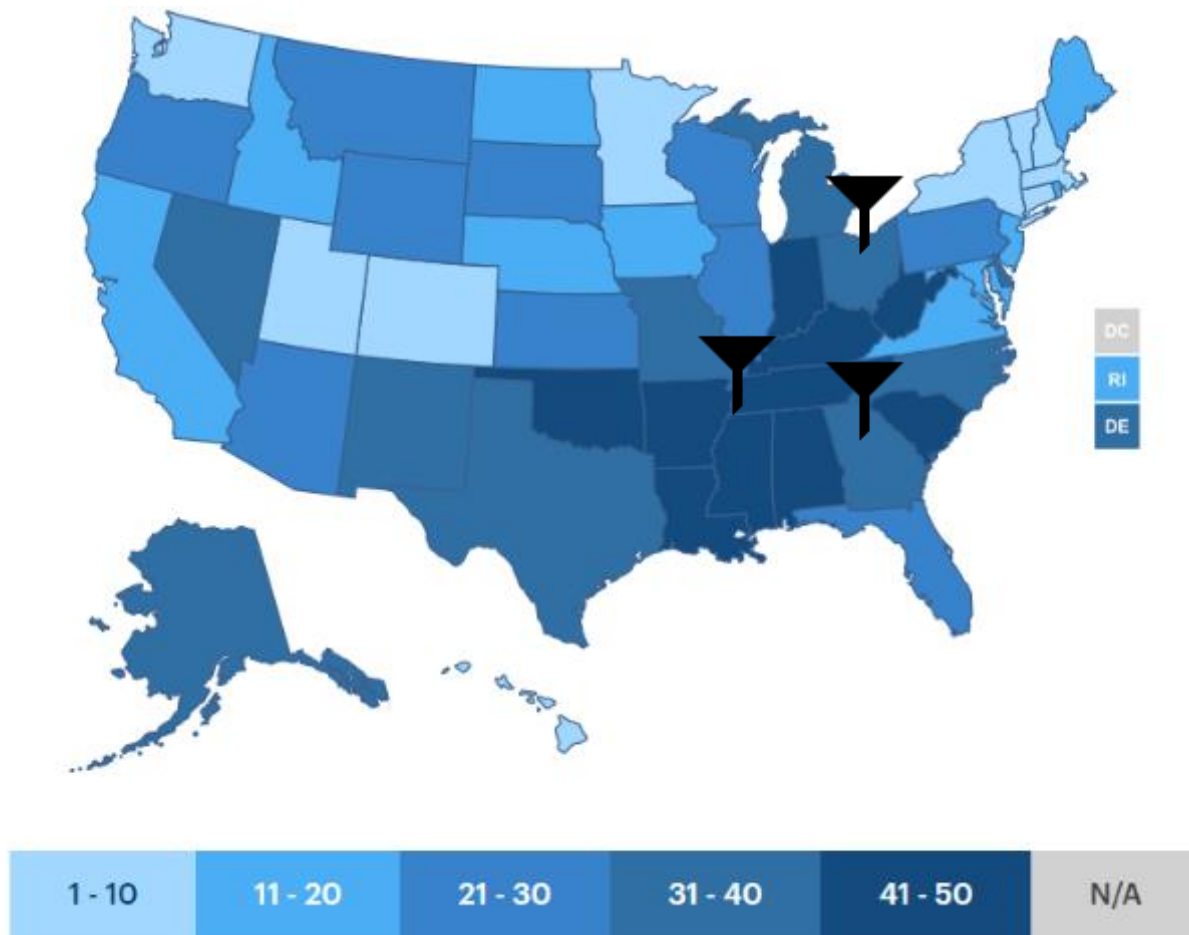


EMBRACING CHALLENGES

2018 Overall Health Ranking by State

Rank Based On:
Weighted sum of the number of standard deviations each core measure is from the national average.

Source:
America's Health Rankings composite measure



USING CREATIVE THINKING TO CREATE INNOVATIVE SOLUTIONS

- USING THE S-T-A-R METHOD
- **S - Situation:** Assess situation and current priorities
 - **New dietitian, noticed inefficiencies and suboptimal data**
- **T - Task:** Define tasks within your scope of influence
 - **Gathered data from members from local to state level**
- **A - Action:** Identify small changes that make BIG impacts
 - **Targeted organizational methods, streamlined policy guidelines**
- **R - Result:** Verify outputs of innovation efforts
 - **Observed and documented outputs of actions taken**



families
FOR A STR



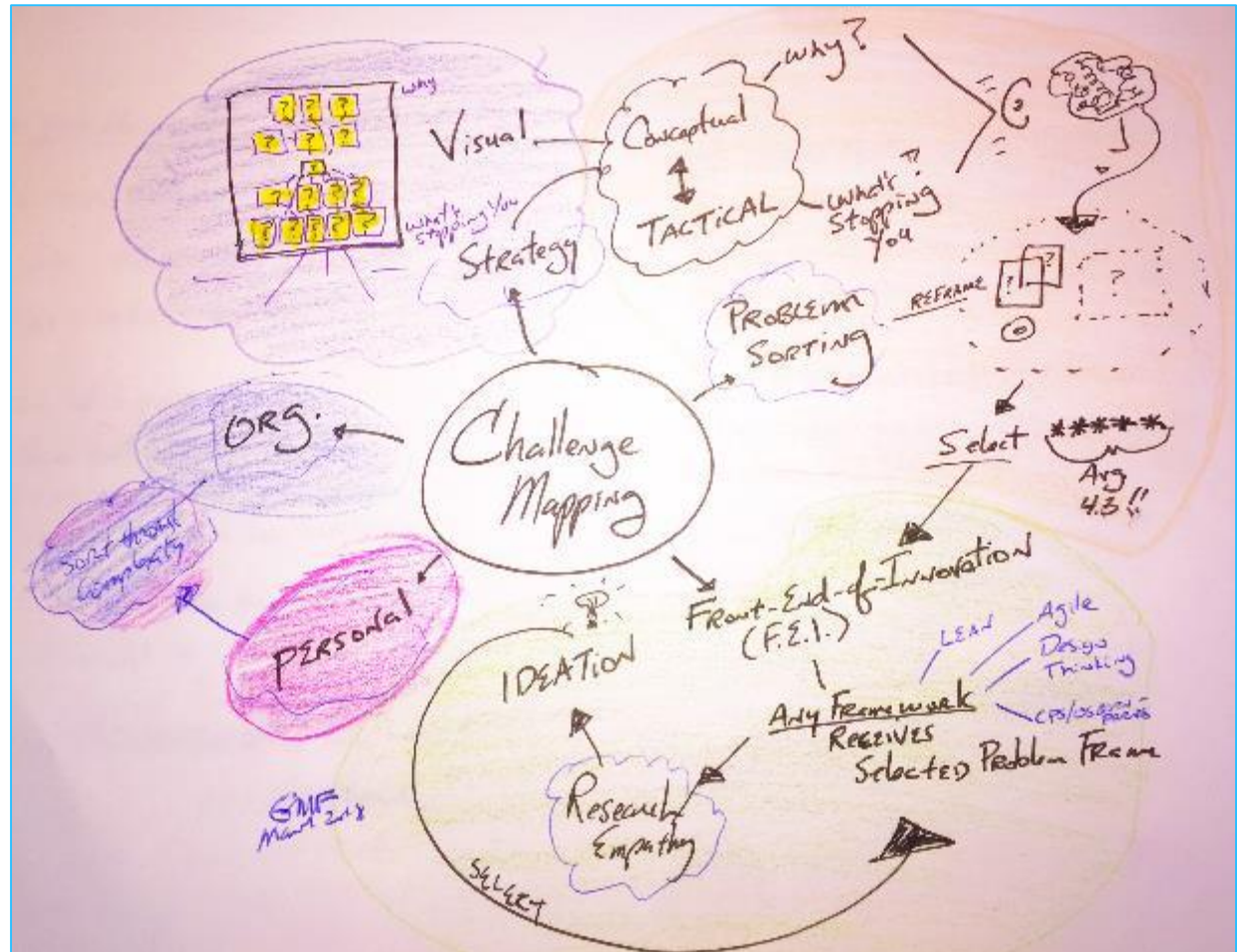
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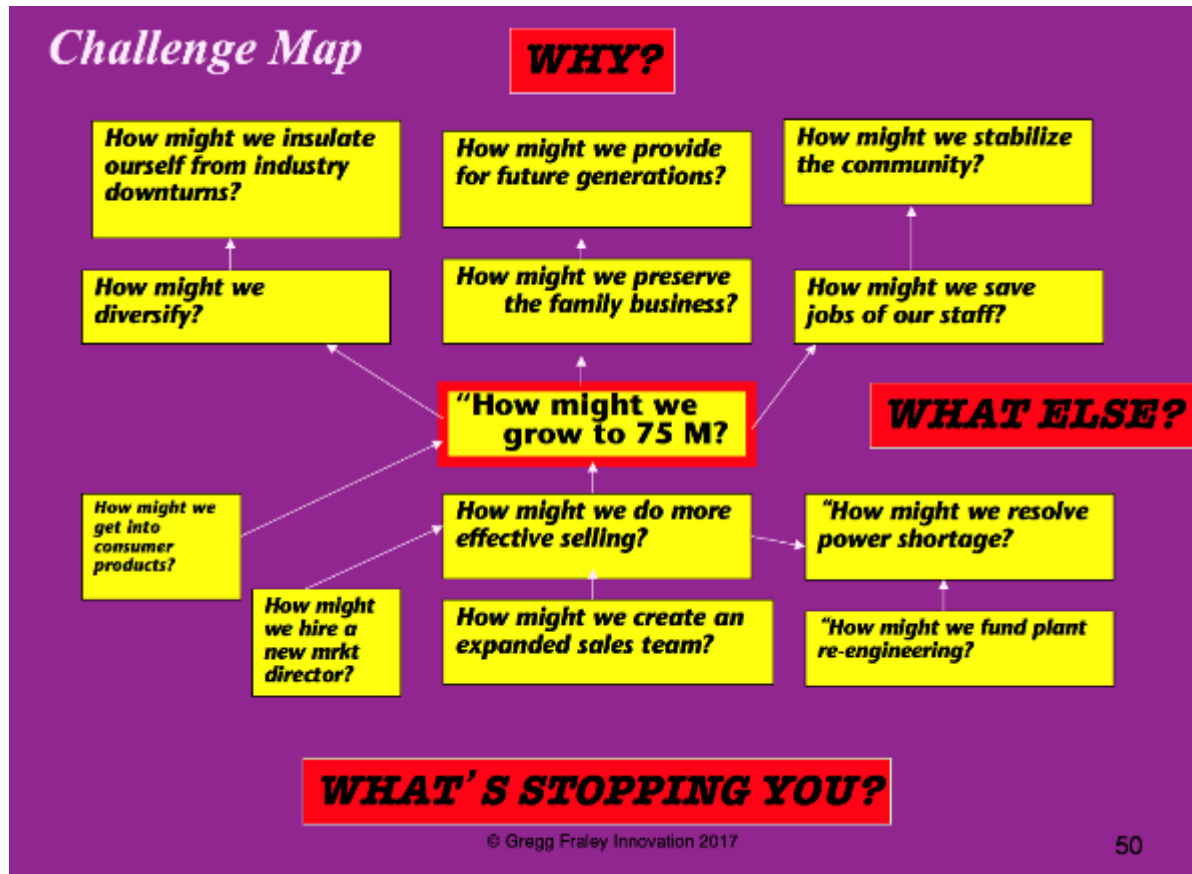
THANK YOU!

Introduction to Challenge Mapping

- Challenge Mapping is essentially a strategy tool
- The graphic to the right is a MindMap, an actual Challenge Map to follow here.
- MindMapping (see Tony Buzan books)
- NRCNA will also make available a four page article on how to do this in detail.



Challenge Mapping Demo





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BREAK
15 MINUTES



Challenge Mapping Exercise

At your tables:

- Work individually to create a challenge map for your initial problem frame, work rapidly;
- After 10 minutes, share, one at a time, and get feedback, in the form of additional problem frames, from each other;
- Refrain from debates, or discussion about which is better or worse, keep it moving, please, keep Diverging;
- Update your list/map with suggestions.



Idea Generation Tool -- BrainWriting!

IDEAS 2 PROMOTE TENNIS CLUB...

Postcard
to
Surrounding
~~Expensive~~
AREAS

OVER-SIZED
POSTCARD
to
Surrounding
AREAS

Die-Cut
CARD IN
Shape of
TENNIS
RACKET

SEND A
NEW RACKET
TO TOP 500
MOST LIKELY
MEMBERS

SEND
Any
mumma
with
Racket

...



BrainWriting Works Better Than Out Loud

- Recently featured in a Forbes article
 - <https://www.fastcodesign.com/3062292/evidence/brainstorming-is-dumb>
- It's a form of brainstorming
- Introverts love it
- Helps control “dominant” voices
- Stops debate
- Gets a lot of ideas quickly
- Great for inexperienced or overly talky discussion-ey groups
- Easy to facilitate



BrainWriting Instructions

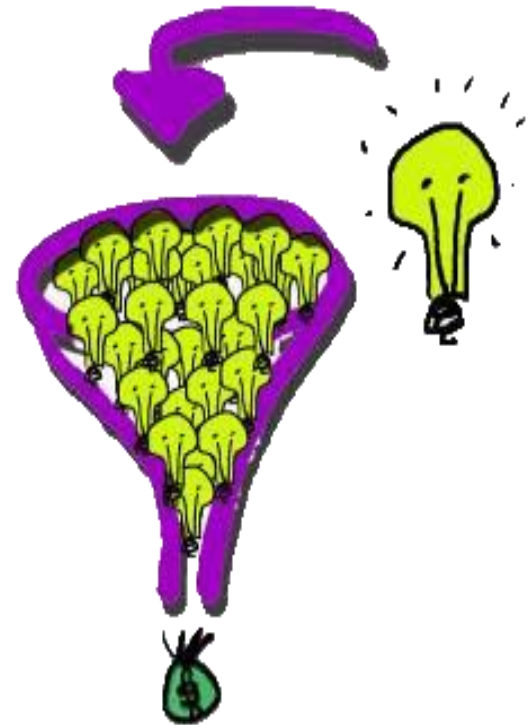
How to do it --

1. Load 8 by 14 pieces of paper with Post It Notes
 - Alternatively use old record album covers
2. Arrange group of 6/8 people in round tables
3. Sheets are in a **pile** at center of table
4. Everybody takes one, **writes** an idea, and puts the sheet back in the pool
5. When completing a sheet you use the ideas already there as stimulus to **add** new ones



Criteria for Evaluation of Ideas

1. Is it actionable?
2. What's good about the idea?
3. Does it address the problem frame?
4. **Ideas that make you a little bit ill, or that you immediately laugh at, should be carefully considered**
5. Don't rule out ideas that require resourcing you don't have



Idea Concept Form (or “capture”)

Idea Capture Form

What's the idea? Describe in as much detail as possible (if required add more detail on second page, please attach):

Concerns?

What's the benefit to the consumer and customer?

Consumer

Customer

Give your idea a “short handle” name (fun or exciting is good here):

What are three basic steps for moving this idea into action? Write more steps if it makes sense.

1)

2)

3)

Drawing

Customize this to your own needs.

Editable slide is included in downloadable presentation.

Pick and Idea and use the form to write it up.



Using Story to Enhance Ideas

1. Pair up
2. One person starts and tells the story of the idea
3. Don't read the form, make it a real story with a beginning, a middle and an end.
4. Make it up!
5. Feedback
6. Next person goes
7. Re-write idea, or at least, make notes



Kurt Vonnegut on the Shape of Stories (link to video, 4:36)
<https://www.youtube.com/watch?v=oP3c1h8v2ZQ>



Mapping Out Your First Innovation Project

Project Name: *Generic Hipster Project*

Task	Description	Date completed	Who's responsible:	Accountable to:
Kick off meeting	Gather players to enroll them in the project, assign tasks	By September 15	ME	The Board
Weekly check-in (Could be a daily "stand up meeting")	Every Tuesday at 10 am		All	Me
Milestone 1	Funding	By October 1	Bill	Me
Milestone 2	Marketing Plan	By October 15	Brenda	Me
Milestone 3	Service Design	By October 15	Mary and Jill	Me
Milestone 4	Website/Social Media prepared/planned	By October 20	Graphics and SM volunteer	Me
Project Kick off	Where new service is introduced, training done	By November 1	Me to prepare meeting	Board
Project Review	What did we learn?	By December 1	Team	Board



Innovation Road Map: 2019 – 2022 (first pass)

YEAR	TIME FRAME	PROJECT(s) NAMES	PROJECT LEADER	Completed/Success or Learning Experience
2019	September - December	Generic Hipster Small i	Marijo Spencer	Done December 24
2020	Two Project Cycles			
	January 1 July 1	_____ _____	_____ _____	_____ _____
2021	Two Project Cycles			
	January 1 July 1	_____ _____	_____ _____	_____ _____
2022	Three Project Cycles			
	January 1	_____	_____	_____
	May 1 September 1	_____ _____	_____ _____	_____ _____



PRACTICAL APPLICATIONS IN CREATIVE IDEATION

Q & A



PART 3: LAUNCHING YOUR INNOVATION JOURNEY

- Join us virtually: October 2, 2019 @ 3:30pm – 4:30pm ET

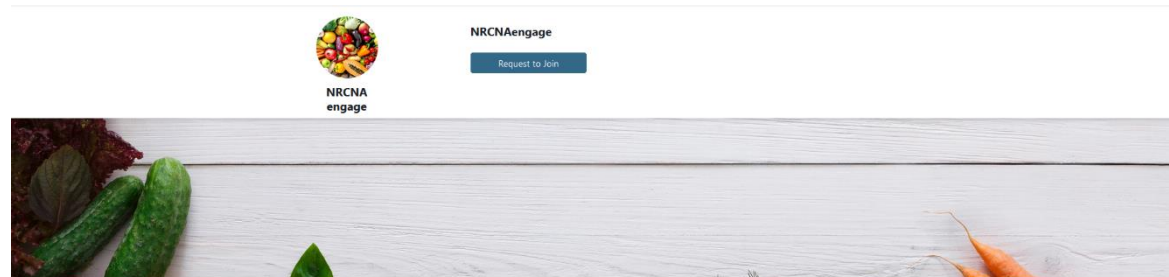
What will you learn?

1. How to deal with roadblocks to innovation
2. Dealing with team dynamics and different thinking styles
3. When projects go south, when projects fail, what to do?
4. Adapting an innovation framework to their organization



KEEP THE CONVERSATION GOING

- Join the Innovations 101 team online via NRCNAengage!



- *Why?*
 - ✓ Access to exclusive content
 - ✓ Connect with your peers
 - ✓ Swap insights and ideas
 - ✓ Stay inspired!

About Us

The National Resource Center on Nutrition and Aging (NRCNA) is hosted by Meals on Wheels America as part of a cooperative agreement with the Administration for Community Living.

Why You Should Join Us

The National Resource Center on Nutrition and Aging is the only national training and technical assistance provider dedicated to meeting the needs of aging and nutrition program professionals at the local, state and regional levels.



**PRACTICAL APPLICATIONS IN CREATIVE IDEATION:
PROBLEM FRAMING
IDEATION
PROJECTS
ROAD-MAPPING**

WITH GREGG FRALEY

**DALLAS, TX AUGUST
26, 2019**

**Virtual & InPerson
Training Series**

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THANK YOU!

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IDEA CONCEPT FORM

Project _____

Idea # _____

Concept Cluster _____

Final Rank _____

What's the idea? Describe in as much detail as possible (if required add more detail on second page, please attach):

Concerns? _____

Give your idea a "short handle" name (fun or exciting is good here):

What are three basic steps for moving this idea into action? Write more steps if it makes sense.

1)

2)

3)

Drawing

What's the benefit to the consumer?

Consumer

Innovation Road Map: 2019 – 2022 (first pass)

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	July 1	_____	_____	_____
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	January 1	_____	_____	_____
	July 1	_____	_____	_____
2022	Three Project Cycles			
	January 1	_____	_____	_____
	May 1	_____	_____	_____
	September 1	_____	_____	_____

