RURAL HEALTH INNOVATIONS WORKSHOP

APPLIED CREATIVITY AND INNOVATION TOWARD SOLVING ISSUES, PROBLEMS OR OPPORTUNITIES

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HOW DO WE OPTIMIZE THE CREATIVE AND INNOVATIVE MINDSET?
START WITH A DIVERSE TEAM!
CREATE THE SPACE

WE ENSURE A COLLABORATIVE, SAFE, OPEN ENVIRONMENT WHERE EVERYONE IS TREATED WITH EQUAL RESPECT AND SENSITIVITY

WE EMPOWER A SPACE OF SHARED AGREEMENTS

WE HONOR THE AGREEMENTS
WHAT'S IN A WORLDVIEW?
Worldview Exploration:

To investigate our perspectives, views, and beliefs about ourselves, others, and our world, and how they influence our perceptions and actions.
PURPOSE: BREAK THE FEAR WALL... BUILD BRIDGES OF RESPECT

“The enemy is FEAR. We think it is hate; but, it is FEAR.”

-Gandhi
WORLDVIEW CARD GAME

15 minutes

Empathy Exercise

Cards available through IONS Media Store website: http://store.noetic.org/worldview-explorations-conversation-cards.html
WHERE DO CREATIVITY & INNOVATION COME FROM?
Progressive paradigm: Creativity and Innovation Model requires “Whole Brain” (Herrmann, 1998)

Newest Paradigm: Moving to “Whole Mind”
DOES BRIAN STRUCTURE DETERMINE YOUR MIND?

TRADITIONAL NEUROSCIENCE: STRUCTURE / FUNCTION

30 y old female
Normal IQ
Symptoms: Severe Migraines

NEW RESEARCH FINDS EXCEPTIONS TO THE RULE:

50 y old male
Normal IQ
Symptoms: Attorney ... (None)

http://radiopaedia.org/cases/normal-ct-head-and-ctv-teaching

Ross, Phillip, Half-Brained Schemes, Scientific American, 2006
OUTSIDE OF HARD SKILLS

Neuroscience (Brain Science)
- Leverage brain science to work for you vs. against you
- Stimulation Techniques

Divergent Thinking
- Methods to generate Many Ideas beyond Einstellung Effect Trap
- Minimize Biased Recall

Convergent Thinking
- Methods to separate, score, or decide on ideas to move forward
- Minimize “Group Think Bias”

Disruptive Inspiration
- Methods to kick in Subconscious an unconscious resources
- Reframing, Future Thinking

Mind
- Understanding difference between Mind Science and Brain Science and implications

Mindset
- Developing a healthy, Creative and Innovative Mindset
- “What you do with the mind!”
TWO TYPES OF OBSTACLES TO INNOVATION

Internal

External
EXTERNAL OBSTACLES

Temporary roadblocks

- Resistance to change
- Fear of Loss
- Regulations
- Motivation
INTERNAL OBSTACLES

Obstacles Can’t Stop You
Problems Can’t Stop You
Most of All
Other People Can’t Stop You

The Only One Who Stops You is Yourself
WHAT DO WE REALLY MEAN BY “IMPOSSIBLE”?  

HTTPS://YOUTU.BE/QHXJCZDK5QQ

Hold CTRL + Click to go to video
WHAT DO WE REALLY MEAN BY “IMPOSSIBLE”? CONTINUED

- Never experienced (Not Noetic)
- Impossible (Conviction)
- Taught so (Educated)
- Inconceivable (Limits of Mindset)
- Improbable (Quantitative Scientific Method)
MOST COMMON INTERNAL OBSTACLE ILLNESSES & REMEDIES

“Almost anyone who consistently makes effort to think different can..” (Dyer and Gregersen 2011) research on over 5000 entrepreneurs

Research shows anyone can be more creative using “strategies that encourage unconscious thought processes”: (Chrysikou 2012)

“I wasn’t born creative”

Left-Brain education bias in conscious mind

Leverage the unconscious and subconscious mind

Take Quantum Approach: Stop focusing on the “right answer” and focus on creating possibilities.

“I need the right answer”

Success is a trap for creativity—people stay fail to ask:

“Who do we really serve?” (Everyone serves someone)

“What is their greatest pain/ unmet need?”

“How will we meet that need?” (Use creative/innovative methods)

Complacency
• Be free to be foolish
• Start with unreasonable, daring, unconventional, eccentric approach
• Free your child mind

Creativity is ‘Childs play’

• Risk of failure may be less for new idea than traditional methods
• Use cautious, best practice implementation.
• Instead FAIL Early and Pivot

Fear of Failure
“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.”

~Charles Darwin, 1809
CREATIVE REFRAMING ISSUES EXERCISE USING BRAIN STIMULATION (20 MINUTES)

Short list of Common Rural Healthcare Issues:

- Lack of public transportation
- Social stigma related to mental health
- Privacy issues in small communities
- Inadequate or no health insurance
- Lack of culturally competent care
- Workforce shortages
- Lack of availability of services
- Poor health literacy
BIO - BREAK
<table>
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<th>Short List of Methods</th>
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<td>Biomimicry</td>
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<td>Challenge &amp; Idea Meetings (CIMs)</td>
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<td>Six Thinking Caps (STC)</td>
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<td>Supportive Culture &amp; Environment (SCE)</td>
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<td>Theory of Inventive Problem Solving (TRIZ)</td>
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MULTI-STEP RECIPE

RECIPE:
1. COMBINE DIVERGENT METHODS
2. WITH ASSOCIATIVE MIXING TO GET IDEAS!
3. MAXIMIZE N AT THE START!
4. BAKE WITH CONVERGENT PROCESS
5. REPEAT AS NECESSARY
DISRUPTED FREEHAND DRAWING

Free your creative minion!

Ideation Exercise (30 min)
ONE LAST TIMER