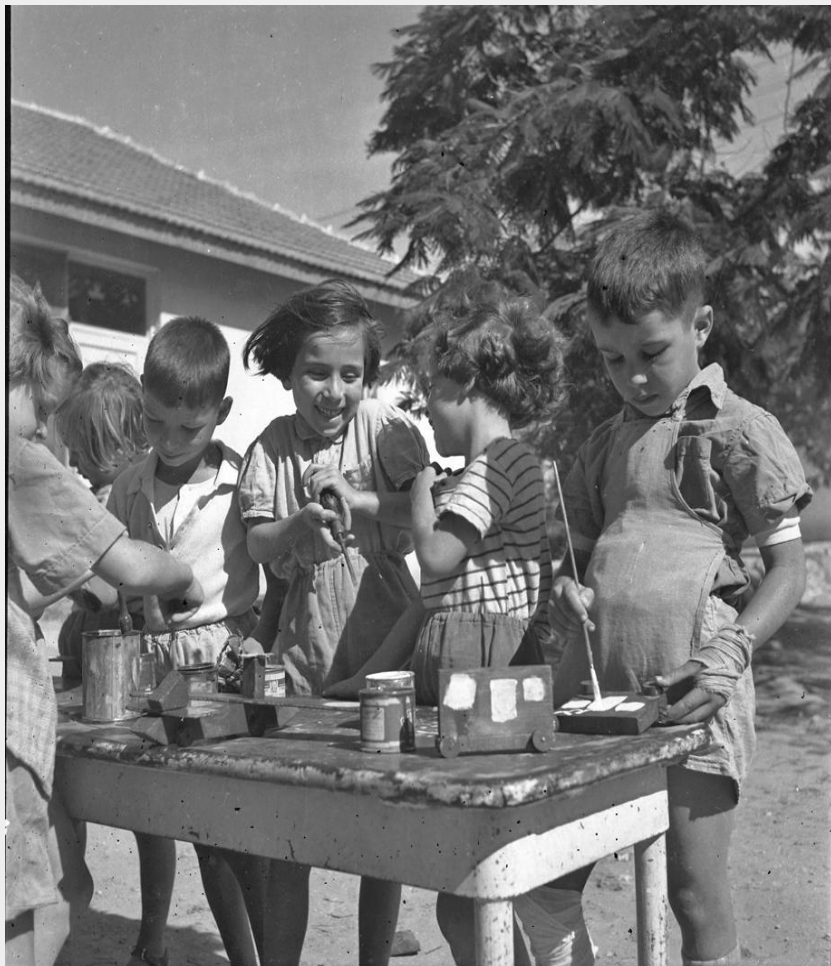


CREATIVE DESIGN

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María Cruz & Jaime Anstee
Program Capacity & Learning
Wikimedia Foundation

WHY CREATIVE
PROBLEM SOLVING



WE LOSE OUR CREATIVITY AS WE GROW

At age 5: 80% of our creative potential

By age 12: Down to 2%

<http://creatingminds.org/articles/age.htm>

STRUCTURED THOUGHT PROCESS

Highly creative people do this in their heads without thinking about it.



A photograph showing three people sitting around a table in a workshop or office setting. On the left, a man with a beard and glasses is looking towards the center. In the middle, a woman with curly hair is smiling broadly, resting her head on her hand. On the right, a man is looking down at a laptop. The table is cluttered with two laptops, papers, a smartphone, and a pair of glasses. A name tag is visible on the man on the left. The background shows office furniture and a wooden floor.

PARTICIPATION MAKES IT BETTER

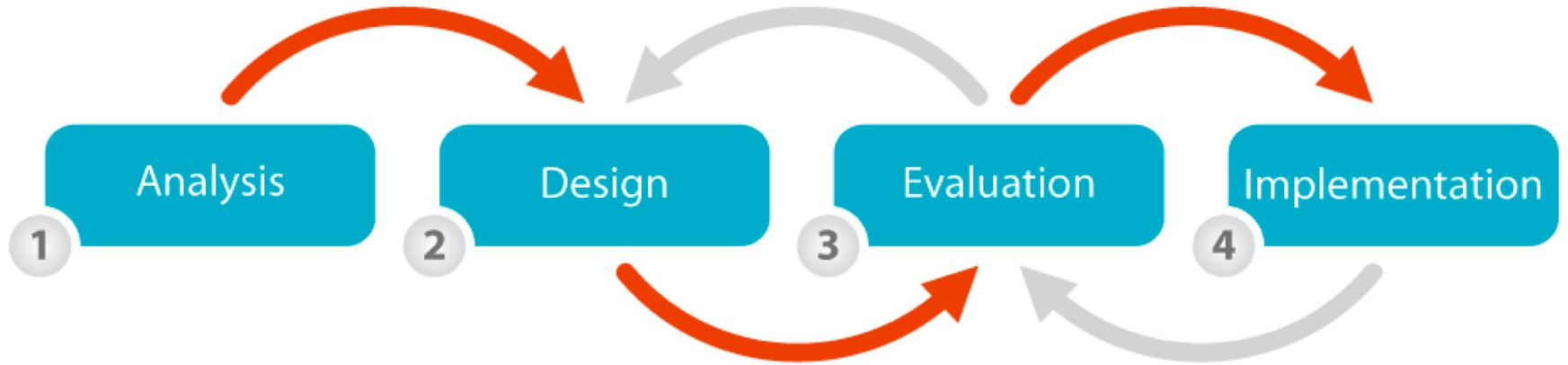
PURPOSE OF THE SESSION

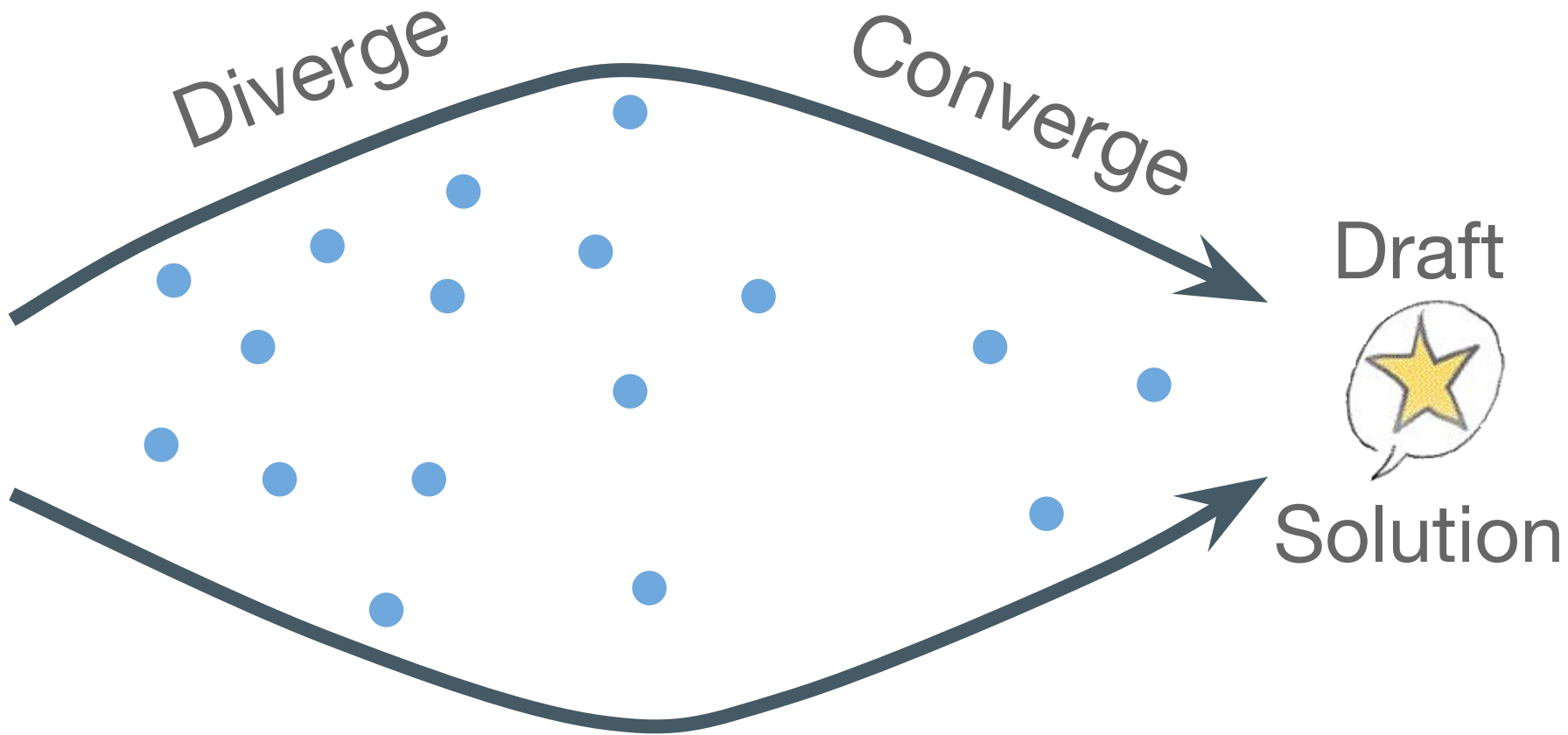
For participants to learn a collaborative creative problem solving process and apply it to program or organizational design.

After this session you will:

- Own a process for consensus-driven problem solving.
- Know three techniques for collaborative brainstorming and idea sharing.

PROGRAM DESIGN CYCLE

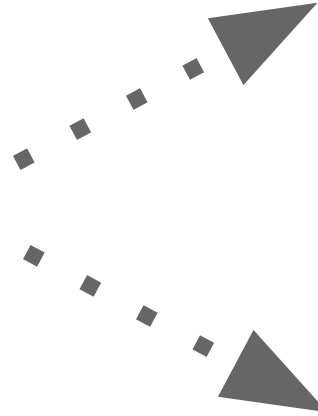




DEFINING THE CHALLENGE

CHALLENGE STATEMENTS SHOULD FOCUS ON ONE ISSUE

How do I get more volunteers and encourage them to volunteer more?

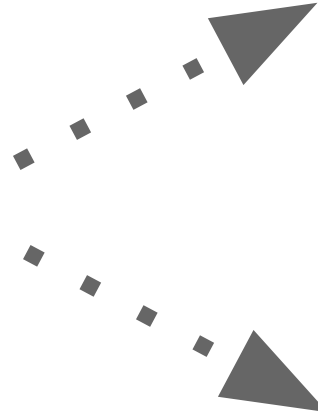


How do I get more volunteers?

How do I encourage volunteers to volunteer more?

SHOULD NOT INCLUDE MORE THAN ONE CRITERIA

How do I attract additional volunteers that are more experienced?



How do I get additional volunteers?

How do I attract experienced volunteers?

SHOULD NOT MAKE JUDGEMENTS

~~How do I attract
good volunteers?~~



GROUPS



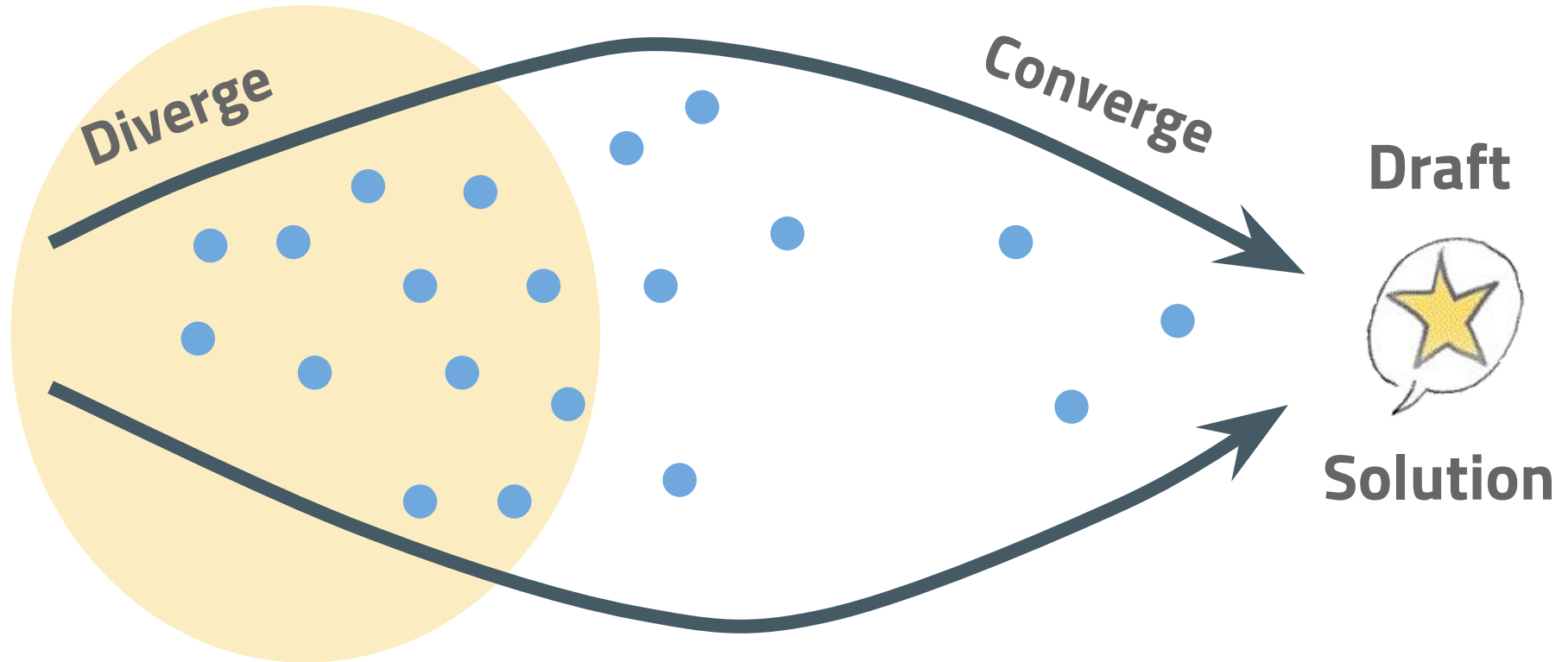
GROUND RULES

1. **Be present. Respect the time and contributions of your fellow program leaders.**
2. **Respect the speaker. One speaker at a time.**
3. **Headline your thoughts. Be aware of the space you are taking in a conversation.**

1ST: DEFINE YOUR CHALLENGE

1. Challenge should be **one concise issue**
2. Challenge should focus on only **one criteria**
3. Once you have your challenge statement, re-phrase it starting with the expression: **“In what ways might we...”**

2ND: DIVERGE



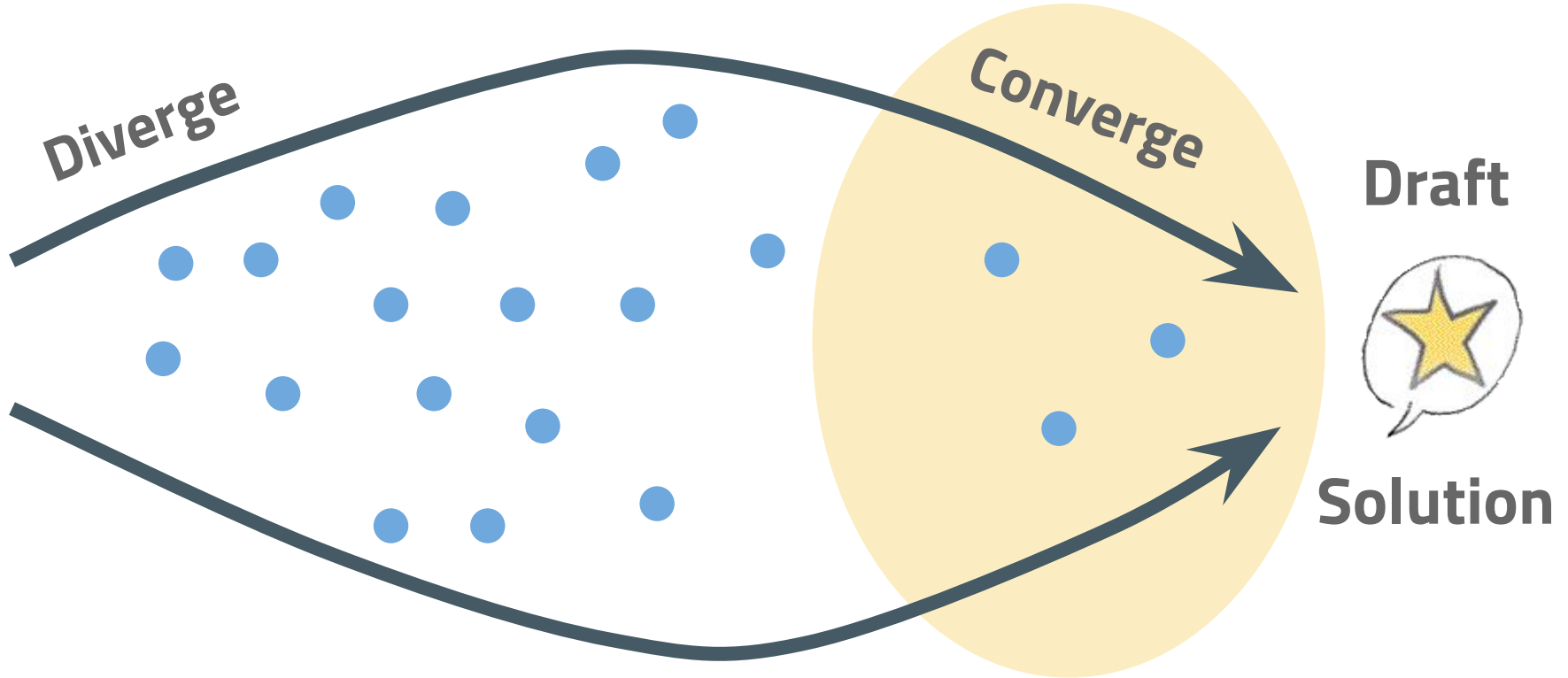
LOTS OF DIFFERENT WAYS TO DIVERGE

- Write individually
- List people involved and how they may be affected
- Force connections
- Ask open-ended questions
- Go around in a circle and share personal perspectives
- Brainstorm as a group



WHAT DO WE DO WITH ALL THESE IDEAS?

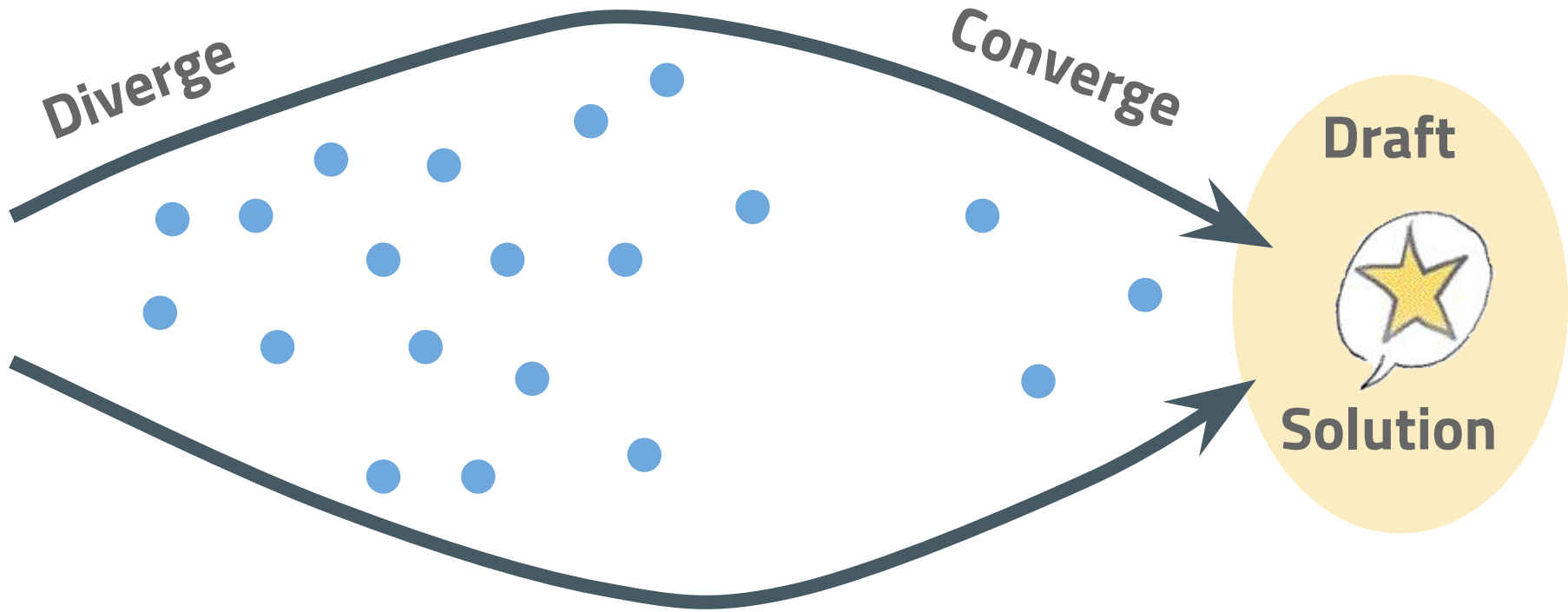
3RD: CONVERGE



A PROFUSION OF WAYS TO CONVERGE

- **Sort cards in order of priority**
- **List top 5 hits**
- **Evaluate across several criteria in a matrix**
- **Bundle ideas**
- **Unify elements in themes**

4TH: CHOOSE A SOLUTION



CHOOSING SOLUTION

It could be **most** content donated for **fewest** content release partnerships, or the **most** new editors joined WikiProjects with the **least** mentor effort.



By Stefan Krause, Germany
(Own work) [FAL], via Wikimedia Commons

A FEW
DESIGN
LIGHTNING
TALKS

LUNCH BREAK

Nominate and Vote on Topics for Discussion Groups

MISSION: DIVERGE

1. Take 3 minutes to write down every possible solution you can think of on post-its
2. Spread them down on the table.
3. Look at everyone's ideas
4. Write more solutions

MISSION: CONVERGE

1. Take 5 minutes to group post-its
2. Then take 3 minutes to identify themes & insights
3. Write themes and insights on big post-its and post them with their group

MISSION: CHOOSE SOLUTION

1. You agreed upon selection criteria: now write it down. Choose most promising solution based on selection criteria
(Possibly fewest volunteer hours.)
2. Draft poster with challenge, solution, and what success looks like.

REVIEW OTHER
GROUPS IDEAS

MISSION: GALLERY TOUR

1. Form tour groups
2. Walk around posters in a circle
3. Person from each group shares their poster
4. Eat cookies
5. Put a sticky dot on a poster if you would use that solution

THANK YOU

<https://meta.wikimedia.org/wiki/Grants:Evaluation>

https://meta.wikimedia.org/wiki/Grants:Learning_patterns

RESOURCES & LINKS

WMF Evaluation Portal

<https://meta.wikimedia.org/wiki/Grants:Evaluation>

Idea Lab

<https://meta.wikimedia.org/wiki/Grants:IdeaLab/Ideas>