

Brainstorming exercise

Facilitator Instructions: Follow KIS steps 1- 9 below, and guide group through, limiting total exercise to 2 sessions of 30-45 minutes each.

Topic:

Health Care Access - Sustainability

A special Board meeting has been called, with your Board Chair announcing that for this meeting, Robert's Rules of Order will be softened-up to enable more robust and open discussion. The goal is to generate integration ideas which the senior staff will explore further, including the development of a Business plan for at least one new initiative.

Realities:

The budget is in stable status, with some possibility of moderate funds being accessible to allocate to a new initiative. Staff is change-weary, yet fully aware of the reality of health care today, and is devoted to creating the best possible system for this community. Your local funding body has several avenues for discussion and development of possible collaborative initiatives. 2 people on your Board and one Senior Manager are about to retire. One medium-sized new business enterprise is re-locating to your area. Several community individuals are developing successful web-based international businesses. A new contract has been awarded to one large group of health care workers: it gives a significant raise in pay, and is encouraging older staff to stay a few more years. There are other health service providers in your community, some funded by the same agency as yours, some by others, some private: some fear "The XYZ Agency is trying to Take Over!!!" while some feel "Hey, why are we all working separately? Those XYZ People can't be that bad!" You are in a small community with a resource-based economy, and experiencing the same Determinants of Health and Chronic Disease management issues as others in the region. Your population has decreased slightly and your demographics are similar to others in this area.

KIS (Keep It Simple) Recipe for Effective Brainstorming

1. Agree on clear objective. (Already done!)
2. Brainstorm ideas and suggestions. ANYTHING GOES. (Time limit: you have _____).
3. Categorize/condense/combine/refine.
4. *Break or End (and pick it up later?) depending on Time....*
5. Assess/analyze possible effects or results.
6. Prioritize options/rank or list as appropriate.
7. Pick 1-3 suitable ideas to (a) pilot or (b) implement
8. Agree on actions and time frames.
9. Direct, control, monitor & report on progress & follow-up.

