



Ontario

North East Local Health  
Integration Network

Réseau local d'intégration  
des services de santé  
du Nord-Est

# *Introduction to Simplexity*

## *Basadur's Creative Problem Approach*

### **Facilitators:**

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North Bay Regional  
Health Centre



Centre régional  
de santé de North Bay

# AGENDA

- 1) Introductions- Paul Heinrich
- 2) Introduction of session goals and approach: HMW
- 3) Fact finding: summarizing initial data collection, and converging on main problems
- 4) Challenge mapping to identify top priority for action on Recommendation
- 5) Action plan and next steps

# SESSION OBJECTIVES

- 1) Identify why to use creative problem-solving for everyday problems
- 2) Describe the eight steps of the Simplexity process
- 3) Practice divergent and convergent thinking

# EIGHT STEPS TO CREATIVE PROBLEM SOLVING

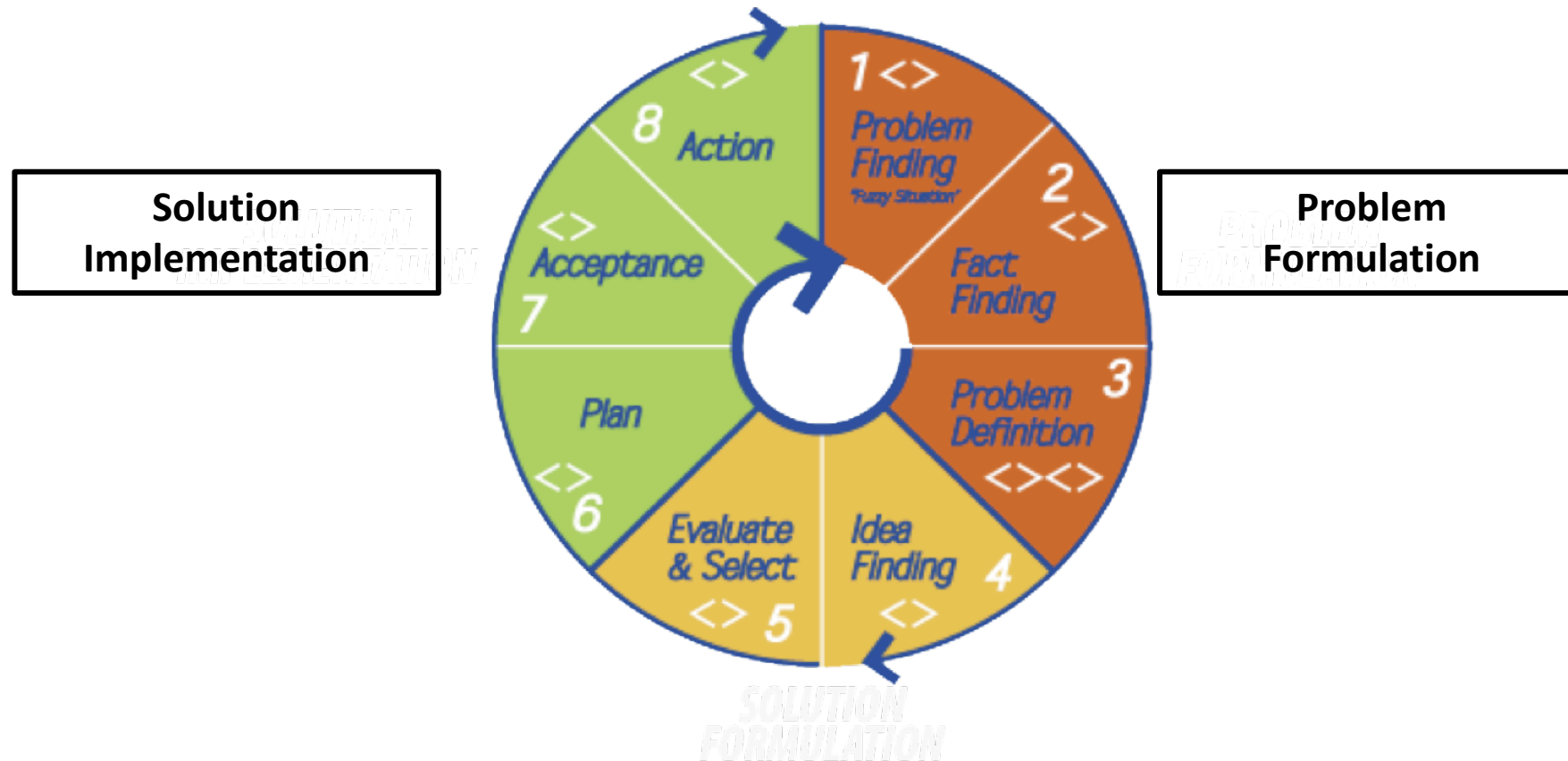
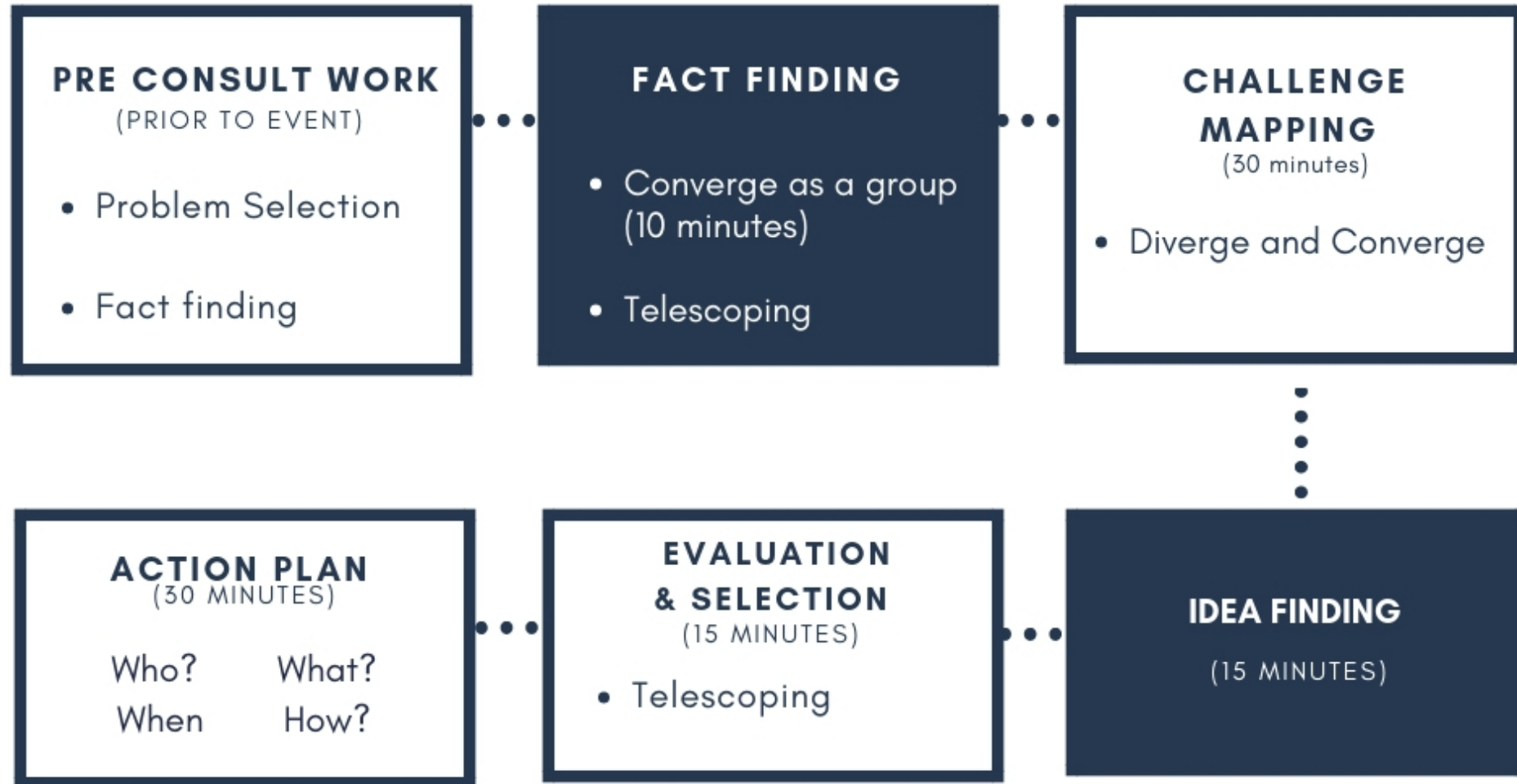


IMAGE SOURCE: BASADUR (2018). AN 8 STEP PROCESS THAT ASKS "HOW MIGHT WE" FROM PROBLEM FINDING TO ACTION. RETRIEVED FROM [HTTP://WWW.BASADUR.COM/HOWWEDOIT/AN8STEPPROCESS/TABID/82/DEFAULT.ASPX](http://www.basadur.com/howwedoit/an8stepprocess/tabid/82/default.aspx)

# Adapting Creative Problem Solving Methodology



# USING A STRUCTURED APPROACH

**Generate** as many ideas as possible

AND

**Select** the ideas of most interest now

WILL

Build **consensus** around solutions and foster  
**creativity**

# TO DIVERGE

- ✓ Quantity, not quality
- ✓ Idea fragments
- ✓ Build on others' ideas
- ✓ No censure or judgment
- ✓ Go for frivolous, silly ideas: these can be adapted, or might even work as is

# SUSPEND JUDGEMENT: AVOID KILLER PHRASES

- X We've tried this before*
- X This won't work*
- X Somebody won't like this*
- X Let's form a committee*
- X We don't have the money, the resources*
- X What are others doing?*



# TO CONVERGE

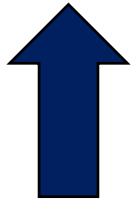
- ✓ Dot ideas of most interest, those you want to explore further or have the most potential to lead to a solution
- ✓ Listen as others describe what made them select ideas they dotted
- ✓ Share what made you select ideas you dotted
- ✓ Together, box the dotted ideas that relate together, to create shared meaning
- ✓ Together, converge on the idea with the most potential to lead to a solution. This idea moves to the next Simplicity step.

# FACT FINDING

- 1) Individually- dot one priority theme that you most want to resolve
- 2) As a table identify your top theme and proceed to dot on wall chart paper
- 3) Speak to the theme you dotted
- 4) Whole group will select theme to work on first

**TIME- 30 Minutes (17:15 hours)**

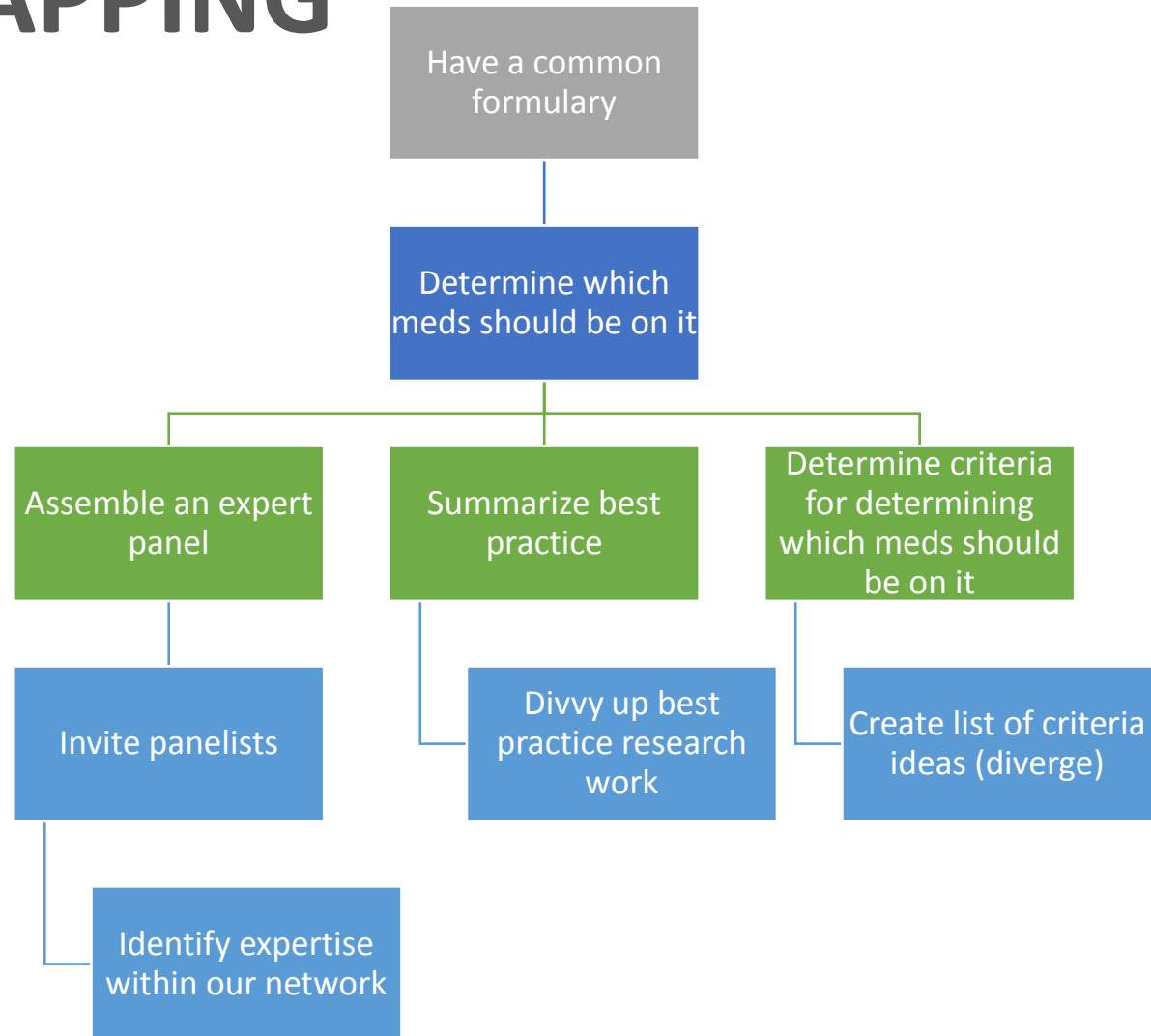
# CHALLENGE MAPPING



*Why would we want to...?*



*What's stopping us from...?*



# CHALLENGE MAP

- 1) Individually write a few ideas from What's Stopping Us from successfully addressing the theme;
- 2) As a group- complete the Challenge Map
- 3) Dot on the idea the group wants to act on first

**TIME- 30 Minutes (17:45 hours)**

# ACTION PLAN

*Complete Template*

# REFERENCES

- 1) Basadur, M. (2018). An 8 step process that asks "How might we" from problem finding to action. Retrieved from <http://www.basadur.com/howwedoit/An8StepProcess/tabid/82/Default.aspx>
- 2) Basadur, M., & Gelade, G. A. (2006). The Role of Knowledge Management in the Innovation Process. *Creativity and Innovation Management*, 15(1), 45–62.