

The D.R.E.A.M. & Implement Process™

Overview

Step 1. **D**EFINE THE PROBLEM

Problem?

It's often a mistake to assume a group knows exactly what the problem is and only has to find a solution. It's too easy to solve the wrong problem creatively. Instead, learn the most productive way to **frame the problem and ask the right questions** from the start.

Step 2. **R**ELLEASE ALL IDEAS



After finding the best ways to define a problem, it's time to learn **new creativity techniques** to tap into our many talents to generate alternative solutions. Techniques may include metaphoric thinking, visual thinking, mindmapping, alternative questions, physical thinking, and even music and dance, according to group needs and interests.

Step 3. **E**XTRACT VALUE FROM ALL IDEAS



As a critical third step in the DREAM process, we help clients **benefit from the many solutions** that have been generated in step 2. Even those ideas that may first appear unusable might hold the key to a solution—if you know how to look.

Step 4. **A**SSESS YOUR SOLUTIONS AND OPTIONS



Now it's time to get very practical. We provide appropriate **tools and concepts to assess solutions** and develop scenarios to look at pitfalls and payoffs for each solution. We also show groups how to discuss options without becoming sidetracked by argument or people getting too invested too early in one solution.

Step 5. **M**AKE THE DECISION



Some organizations and individuals can do all 4 of the above steps and then get stuck deciding. We help groups think in clarifying ways about the risks in any decision, and help them **deal with uncertainty**, finding ways to reduce risk as we come up with ways to IMPLEMENT what was decided.

Step 6. **& Implement**



Obviously, if you've solved the problem, but nothing gets implemented, nothing gets done. While groups often seek help primarily with the 5-step D.R.E.A.M. part of the solution (which makes implementation much easier), we can also help organizations as they **plan for implementing solutions**. We offer tools to reduce risk, improve communication, develop trigger points, use simulations, and develop pilots and prototypes.

More information about programs and creative problem solving at www.beardavenue.com

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