

## iBOARD

Change teams have heard the term “think outside of the box” many times, and are asked – either implicitly or explicitly – to apply this principle in their work, or in brainstorming sessions all the time. Not all of us, however, are naturally creative thinkers. Yet it is possible to train yourself and your change team to be more creative by encouraging daily *observation*, *reflection*, and *creative thinking*.

An “iBoard” (where “i” stands for “ideas,” or “inspiration,” or “imagination”) such as the one below in FIGURE 10 can help people generate innovative ideas and foster creativity. An iBoard does not have to be elaborate; it is simply a place to write, draw, post, or tack any material, from photos and magazine clippings, to lists of words and Web sites, that stimulates creative thinking. These may include:

- **Artifacts:** “cool” iPods, BMWs, Harley motorcycles, Swiss army knives
- **Experiences:** roller coasters, restaurants, concerts, travel
- **Stories:** inspirational stories from sports, the news, or even patients)
- **Ideas:** which can come at any time, and which we might lose if we don’t capture them in writing
- **Observations:** behavior in waiting rooms, reactions to paperwork)
- **Word Cues:** lists of metaphors, “all I need to know about life, I learned from...”)



**FIGURE 10: SAMPLE iBOARD (IDEAS, INSPIRATION)**