**Documentation of ToP Creativity Workshop**

**ToP Network 2013 Annual Gathering, Durham, North Carolina**

**Challenge Question: “How can we expose one million people to the excitement and impact of ToP methods over the next 12 months?”**

**Creativity Approach #1 (tables 1 & 5):**

**Vision Success 12 months from now**

* Every ToP trainer/facilitator shows they are using ToP!
* Venutre Labs system offered to ICA/ToP – 60,000 sign up for 3 courses
* ICA 2-wk course teaching foundational concepts (like old RS1) – university students all over country come to take
* View U-Tube video; cannot be stopped
* Courses offered online for $1.00 or free (like Stanford courses)
* Every ToP courses over-booked
* Tweetisphere explodes
* Selling “don’t be caught ToPless” T-shirts and gifts
* ORID bookmark comes with every pair of shoes sold
* ORID postage stamp
* Every good package has a great thought provoking ORID set of questions
* Electronic post its have 4 ORID questions of personal value; going everywhere
* Accelerate programs in all time zones
* Market to public health
* Get search engine priority for ToP
* Get open source license
* Free-online courses in ToP
* TV interview with Oprah
* Continuous twittering about ToP

**Brainstorm how we got there:**

* Share air miles
* Intentional branding
* Always say “ToP Conversation”
* Host people in regional sites
* Count number we have facilitated to date
* Say “ToP methods”
* Discount fee for you if you pay fee for someone else
* Get contracts with organizations to integrate it into their systems

**Creativity Approach #2 (tables 2 & 6)**

**Challenging Assumptions – which to let go?**

* “We cannot do it”
* It needs to be done live and face to face
* It costs lots of money
* “Exposure = Trained”
* It has to be ToP associated
* People aren’t interested
* That we are not already known
* That a good facilitator and methods are invisible
* That it will cost a fortune
* That people know what to say and have the tools to accomplish it
* That we are the only ones who can do it
* That we haven’t already done it

**New Assumptions to adopt:**

* We will reach 1 million
* We already have reached 1 million
* It can be done one step at a time
* There will be a big payoff for a huge amount of work
* Reaching it informs what next…
* Not all white water
* Best done in teams
* Forces use of new tools
* We can do this
* We have met the enemy and they are us
* Not everyone has to understand how the methods work
* Need stick-able names for the methods
* We have talents & connections
* We have something valuable
* Exposure needs to be identified with ToP
* Answer “what is ToP – courses? Brand?”

**Images that come to mind that reveal rapid, large-scale transmission of ideas and skills?**

* You-Tube videos
* We have a jingle
* Speed dating at a coffee shop with ToP methods
* We help with a national emergency
* We have an ORID game/app
* National Service Corps/Americorps
* Face Book
* TED talks
* TV/cable
* Bill Boards
* Social media
* Newspaper articles
* Articles
* Community public meetings
* Partnerships
* Conferences

**Challenge Approach #3 (tables 3 & 7):**

**Brainstorm as many creative ideas to meet the challenge (12 minutes only)**

**Select Key\* Ideas**

* Give TED talks\*
* TV – ToP Logo
* Use mass media – Oprah, Letterman\*
* Get 5 million “Likes”
* “Thumbs up”
* Partner with Nike logo
* Create a Gangnam style dance
* Orchestrate flash mobs\* (give free samples, interactive geo map, ToP dance team)
* Be adopted by sports & entertainment world
* ToP video goes viral
* Cocktail party napkins with ORID conversation\*
* Public health partnership
* Super bowl commercial
* Bring back the ToP choreography dance team
* Re-brand logo “Techniques” replaces “Technology” and Re-image: “Transformation Operation Procedures”\*
* ToP Zuba: use camera to video satisfied clients post TFM
* “ToPless” island
* Facebook page and all of “likes”
* Count & report # of participants real time on geo map
* Linked in skill set
* Tie to UN
* Film our stories
* Share results of embedded ToP
* Create a national/global facilitation day!
* Partnerships for marketing – Got “ToP” milk carton
* Free ToP samplers simultaneously across world
* Online promotion campaign
* Map who’s doing ToP at the same time
* Focused Conversation blitz
* Every fifth Sunday do ToP
* Change ToP name to “Techniques of Participation”
* Activate linked in ToP page
* Impact wonder wall

**Creative Approach #4 (tables 4 & 8)**

**Build on and modify the Present - What Doing Well Now?**

* New website
* Running dozens of ToP courses
* USA has good distribution across nation – public courses and pvt clients
* Some presence at conferences
* Sources of CEU’s – APA, ASLA, AIA, Social Workers
* ORID – using and talking
* Demo work
* Originators engaged
* Telling the stories of success
* Youth as facilitative leaders
* Canada – virtual TFM
* “Cost is not a barrier” in MN

**What Can We Exaggerate – How Make a Leap? \*What never done?\***

* Use You Tube to drive to website
* TED talk on impact of using ToP in workplaces
* Get more CEU’s – IACET CEV program; plus formats for individual CEU prog’s; get ToP money for filing
* ToP logo posters for display in facilitation rooms
* Increase affiliations with state and national organizations
* Target national org’s to connect us systematically
* ToP sticky wall behind president on national talk with congressional sessions
* Connect with Obama machines for regional dialogues for next election – get into state officials
* New name: “ToP forces for change”
* Use testimonials, case studies
* Viral leakage
* Video, clip of a session
* Follow up with graduates; use referrals
* Use networks & connections
* ToP products – design stuff/tools
* “Kick Starter”/ crowd sourcing\*
* Write a book, a series on ToP\*
* Translate into other languages
* You Tube interviews
* TED presentation
* “Where can I get more training?”
* ToP facilitate emergency response
* Integrative, resource partners
* Advocate on issues – social change
* Many say “I wish I knew ToP before”
* Online communities of practice

*Creative approach #4 continued*

 **What will help us? What will hold us back?**

 Energy to grow ToP Tradition

 Energy to do the work leading to results We are collective, not focused

 emerging in the fields

 Proliferation Exact moment…communications; systems frazzled

 Easy access to proliferate Habit

 Focused Conversation App Need new pathways

 Busy

Use of technology, social media,TED talks “We” don’t see ourselves as “we”

 More openness to ToP (things so bad, Other methods are free online; easy to adopt

 They’ll try anything Not familiar with ToP methods

Common goal setting and passion for ToP We don’t have branding & other marketing

 materials

 We don’t work in cooperative or collaborative ways

 Haven’t built communication mechanism when crossing borders to work in others’ regions