



# Find New Solutions Without "Satisficing"

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## ASAE Great Ideas 2010

### Find New Solutions without 'Satisficing'



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### Session Overview

- What holds us back?
- Unleashing the creative side
- What happens next?
- Learning to embrace/manage change
- Are we there yet?



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### Business as Usual?

**Satisficing** = (*satisfy* + *suffice*)

- Aims for *adequacy*, rather than to identify an optimal solution
- Often a strategy of default
- The power (and damage) of tradition  
    "We've *always* done it that way..."  
    "Ain't broke, don't fix it..."



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## The Cost of Settling for Less

- Missed opportunities
- Lost synergies
- Foregone revenues
- Obsolescence?



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## YCDBSOYA

What are YOUR organization's key assets?

- People
- Information
- Connections

How can you *miximize* their potential positive influence?



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## The POWER of Perspective

- "Unless you're the lead dog, the view never changes..."
- Change your POV, change your options
- "In the middle of every difficulty lies opportunity" (A. Einstein)



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## Viewpoint Exercise

- What if you were.....
  - CEO of the organization?
  - Chair/volunteer leader?
  - A member?
  - Your boss?



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## Preparing for Change

- Create the Right Team
  - Appropriate representation
  - Motivation: "What's in it for Me?"
- Provide Direction & Vision
  - Decision making criteria
  - Success metrics
- Engage in Sound Process
  - Transparency, documentation, etc.



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## Coping with Change

- Know your **needs/requirements**
  - Opposed to what you *want*
- Accept (and manage) **risk**
  - Identify/mitigate issues
- Leave room to **grow**
  - Planning for the future



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## Actively Seeking Change

### Go Elephant hunting

- Where are we weak?
- What's *not* working?
- What do constituents want/not getting from us?
- Where are the opportunities for improvement?



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## S.C.A.M.P.E.R. Exercise

How Can we....

- S = Substitute?
- C = Combine?
- A = Adapt?
- M = Modify/Magnify?
- P = Put to other uses?
- E = Erase or Eliminate?
- R = Reverse/Rearrange?



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## Project "Do & Don'ts"



### Do:

- Plan
- Communicate
- Cooperate
- Document
- Measure
- Dream

### Don't:

- Compete
- Complain
- Obfuscate
- Overcomplicate
- Forget the future
- Give up



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## Resources to Explore

*Thinkertoys*, Michael Michalko



*Lateral Thinking*, Edward De Bono



*Creative Therapy III:  
52 More Exercises for Groups*,  
Eugene Shay



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