

ORGANIZATION INTERVENTION

The goal of this activity is to look at your archetype's current needs and challenges and to ideate solutions based on 1) your organization's current products and services, 2) collaboration with other organizations' products and services, and 3) innovative products your organization can create to set your archetype on a path towards positive change.

IMPORTANT NOTE

This activity is geared towards and most effective when applied to the archetype's ecosystem or the archetype's daily schedule.

HOW IT WORKS

During this activity, it is crucial to understand your archetype's entire ecosystem, daily schedule, and the major challenges they are currently facing. The team has developed a set of tools to help you visualize your thought process.

STEP 1: As a group, select an archetype you'd like to learn more about. After you've had the chance to review his/her life in detail, work as a group to come up with three main challenges your archetype is facing.

STEP 2: Using the "My Organization" card (Card 1), along with your organization's clip, identify products and services your organization currently has that can help with your archetype's challenges.



STEP 3: Choose another organization that you feel your organization could partner with and identify their current products/services in relation to the archetype's challenges. Use the "Our Organizations" card (Card 2), along with the clip(s) associated with the organization(s) you would like to collaborate with. This portion of the activity is intended to guide you to think of ways that your organizations could collaborate to best fit the needs of your archetype.

STEP 4: In looking at your archetype's board, you may now start to identify opportunity areas, especially in areas that you feel your organization's current

products and services are not sufficiently meeting all of your archetype's needs. This is your opportunity to ideate around innovative products and services that you feel your organization could create to fill these gaps. Use cards featuring light bulb icons (Card 3) to record your ideas.

MATERIALS AT HAND

The tool kit includes a set of attachable clips branded with our 7 different partners, as well as clips featuring light bulb icons to indicate new and innovative ideas. You will also be provided with 3 different types of cards that accompany these clips.

Goals:

- Come up with various ideas that would solve your archetype's current challenges
- Envision partnerships with other organizations
- Develop products, services, and systems that set your archetype on a path towards positive change

Requirements:

- Choose an archetype
- Identify challenges

Materials:

- Archetype boards
- 3 types of ideation cards developed by Live Well
- Organization clips



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Archetype: Angela

3 main challenges:

- 1 Busy schedule
- 2 Lack of self care
- 3 Stress

Card 1

My Organization

Little Clinic
(current product/service)

helps Angela
fit getting a flu
shot into her
busy schedule

live well

Benefits of the service/product, tailor the sentence to the archetype.

Card 2

Our Organizations

Probiotics
(current product/service)

helps Angela
be proactive in
her self care,
compliment her
other health and
wellbeing actions

live well

What would the product/service do?

Brainstorm the forms of the product/service described previously.

Card 3

We can develop a product or service that helps people like Angela with

decreasing stress by balancing her busy schedule

It can be ...

a device to help her remember to buy milk

live well

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Archetype:

3 main challenges:

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Card 1

My
Organization

(current product/service)

helps Archetype's name

hivewell
LIVING WELL TOGETHER

Benefits of the service/product, tailor the sentence to the archetype.

Card 2

Our
Organizations

(current product/service)


helps Archetype's name

live well
LIVING WELL INSTITUTE

What would the product/service do?

Brainstorm the forms of the product/service described previously.

Card 3



We can develop a product or service that helps people like

Archetype's name with

.....

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It can be ...

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