

WELLBEING PATH ARCHETYPE FOCUS

This activity will help you ideate solutions for your archetype's pressing issues, and will help to identify ideal intervention opportunities by practicing forward thinking.

HOW IT WORKS

STEP 1: Reflect on your archetype's current situation. Answer the questions that accompany the "Understand Today" worksheet.

STEP 2: Select 'Near Future' path of chosen archetype (positive change, no change, or negative change). Use this card and its corresponding prompt on the back to think about what brought that archetype to that state of wellbeing.

STEP 3: Ideate and identify current intervention opportunities. If your archetype is on a positive path, how can you help them maintain their healthy habits? If your archetype is going down one of the other two paths, what can you do to help lead them to a path of positive change? Share your ideas with the group and note the comments and feedback.



STEP 4: You will be provided cards from the ‘Future Shifts’ section to use as “thought starters” to ideate around what the future might hold for your archetype. Share your ideas with the group, and note the comments and feedback.

STEP 5: Reflect on your archetype’s entire journey and come up with a final solution. This reflection allows for open-ended thoughts and discussion. Choose one idea from Step 3 and one scenario from Step 4, and then reflect on the combination of the idea and the scenario. You can either choose to refine your ideas, or use this fresh perspective to come up with new concepts after you have ‘witnessed’ the future.

MATERIALS AT HAND

Use the Potential Wellbeing Path activity panel located on each of the archetype’s boards. Worksheets and thought starters from manifestation section will be provided to begin activity.

Goals:

- Come up with ideas that could impact the archetype in a positive way based on the different future outcomes that archetype might have

Requirements:

- Choose an archetype
- Come up with solutions and intervention ideas

Materials:

- Potential Wellbeing Path activity board
- Worksheet
- Thought starters from manifestation section

WELLBEING PATH ARCHETYPE FOCUS

Step 1 UNDERSTAND TODAY

YOUR ARCHETYPE:

Loretta

What are some current challenges your archetype is facing?

Loretta has trouble staying connected as she gets older.

What are the major personality traits your archetype has?

Loretta is social and cares a lot for her family.

What motivates your archetype?

Loretta is motivated to be there for her granddaughter.

What does your archetype value?

Loretta values family and socializing.

Step 2 IDENTIFY NEAR FUTURE

Write down the 'Near Future' path you chose for your archetype (positive change, no change, or negative change).

Positive change.

Write down the question on the back of the prompt card.

What could be some of the channels she could use to communicate with others?

How did your archetype get to this 'Near Future' state? What types of events or impacts could have influenced this shift?

Loretta might have decided to start using her digital healthcare portal to communicate more efficiently with her healthcare providers.

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Step 3 IDEATE

Thinking about the 'Near Future' path that your archetype is now on, how would you navigate them to a more positive path in the 'Far Future'? Or, how would you help them maintain their current habits?

- Identify the future state goal of your archetype: Is able to attend her granddaughter's wedding and meet her great grandchild.



How would your organization react to your archetype's 'Near Future' path?

Illustrate/write your ideas, and identify intervention opportunities.

3A

Encourage her to ask her doctor questions instead of trusting the internet

3B

3C

3D

3E



Share your ideas and get feedback.

Step 4 IDENTIFY FAR FUTURE

Now it's the year 2027. A lot has changed, and your archetype is 84 years old.



Pick a thought starter card(s).

Write down the prompts on the card(s).
What if we could tell the disease by just looking at one's eye?

Write down the discussion notes.



Identify and write down examples of what you forecast happening in their life.

4A

Loretta would be able to catch her illness faster

4B

4C

4D

4E



Share your ideas and get feedback.

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Step 5 **EVALUATE YOUR IDEAS**

Now that you've envisioned your archetype's relationship with healthcare, what could you do going forward to change the trajectory of your archetype's future path? Combine one idea from Step 3 and one idea from Step 4.

IDEA

Encourage her to ask her doctor questions instead of trusting the internet

+

FAR FUTURE IDEA

Loretta would be able to catch her illness faster

If Loretta asked her doctor questions about her health, it would strengthen their communication. Better communication and tools could help her catch illnesses faster and help Loretta live a long and healthy life, where she can be at her granddaughter's wedding and see her great grandchildren.

Step 1 UNDERSTAND TODAY

YOUR ARCHETYPE:

What are some current challenges your archetype is facing?

What are the major personality traits your archetype has?

What motivates your archetype?

What does your archetype value?

Step 2 **IDENTIFY NEAR FUTURE**

Write down the 'Near Future' path you chose for your archetype (positive change, no change, or negative change).

Write down the question on the back of the prompt card.

How did your archetype get to this 'Near Future' state? What types of events or impacts could have influenced this shift?

Step 3 IDEATE

Thinking about the 'Near Future' path that your archetype is now on, how would you navigate them to a more positive path in the 'Far Future'? Or, how would you help them maintain their current habits?



Identify the future state goal of your archetype: _____



How would your organization react to your archetype's 'Near Future' path?

Illustrate/write your ideas, and identify intervention opportunities.

3A

3B

3C

3D

3E



Share your ideas and get feedback.

Step 4 IDENTIFY FAR FUTURE

Now it's the year 2027. A lot has changed, and your archetype is _____ years old.

 Pick a thought starter card(s).

Write down the prompts on the card(s).

Write down the discussion notes.

 Identify and write down examples of what you forecast happening in their life.

4A

4B

4C

4D

4E



Share your ideas and get feedback.

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Now that you've envisioned your archetype's relationship with healthcare, what could you do going forward to change the trajectory of your archetype's future path? Combine one idea from Step 3 and one idea from Step 4.