# JUST RIPPING IT !
**How 90 Smart People from 6 Southern Georgian Bay Communities
Got Together to Generate Over 1100 Ideas on 7 Challenges,
Develop and Vote on 28 Different Action Proposals
To Improve Prosperity and Quality of Life
in 4 Hours, on January 9, 2018 in Collingwood Ontario**

THE CHALLENGE

The Institute of Southern Georgian Bay (Institute), a not-for-profit group of citizens committed to fostering prosperity in the region, hosted a Community Innovation Day. An open invitation was sent to interested people from the six communities in the region. The opportunity was to come together to map out a broad strategy to address and contribute to forward-action on seven core challenges: 1. Arts and Entertainment; 2. Business, Entrepreneurship and Innovation; 3. Poverty and Social Justice; 4. Environment and Water; 5. Health and Wellness; 6. Community Hubs; and 7. Volunteerism.

THE SOLUTION

Group leaders for each of the seven themes were selected to shape the challenges facing the region and facilitate the group discussions during the workshop. Along with his team, Bob Wiele, a member of the Institute and founder of OneSmartWorld, a Collingwood-based company focused on accelerating change and innovation, volunteered to design and facilitate the group ideation, planning, problem-solving and decision-making process. RIP IT – Rapid Innovation Process – was used to most efficiently and effectively reach the goals of the day, within the limited time available. RIP IT is a tightly structured, high engagement method for systematically tapping into the total intelligence of a diverse group of people, to produce ideas and tangible results in a short period of time. Each of the participants mapped out their own thinking style by using OneSmartWorld's free Mini 4D-i (www.minin4Di.com) to show the cognitive style diversity in the group and learn a simple common language, to improve effective collaboration.
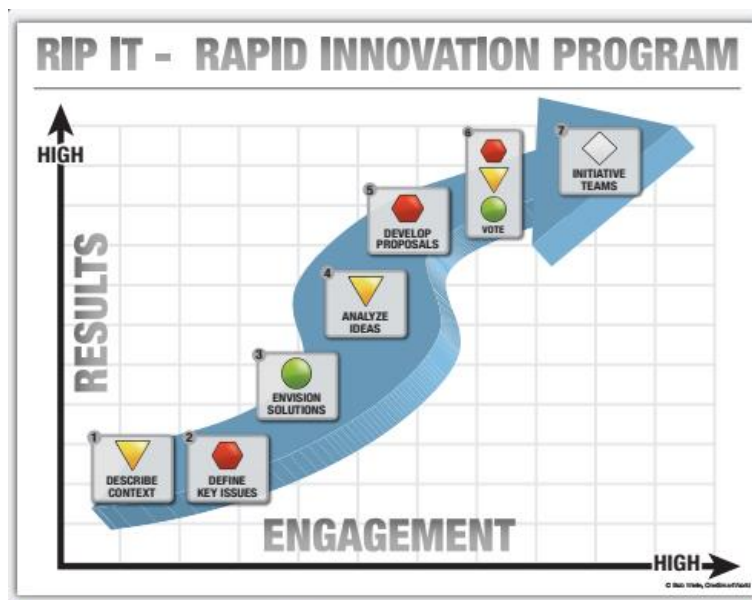
THE RIP IT PROCESS FOR ISGB - Here is how the process worked that day:

Step 1: The Context: Don May, Past President and Rosalyn Morrison, President, set the stage describing the opportunity everyone has in the region to make a difference, contribute to improving quality of life, and impact change. Bob Wiele outlined the color-coded language and the RIP IT process to the group.

Step 2: Get the Crux: The seven group leaders had 99 seconds each to outline the scope, needs and challenges in their theme area. The participants then chose which specific challenge they would work on for the remaining part of the afternoon and developed a 'crux of the issue' question to spark ideas and solutions.

Step 3: Generate Many Ideas, Initiatives and Solutions: There were seven 'red/green' rounds. Each group presented the crux of their challenge (red) to the full group. Working on their own, individuals used index cards to generate (green) as many ideas and possible solutions in three minutes per issue. The 90 participants generated over 1100 ideas in 21 minutes.

Step 4: Do Analysis and Clustering: Each group picked up the deck of idea cards for their particular issue and then shifted into the 'yellow' zone, to understand the emerging priorities, sorting the cards into themes, buckets and categories.

Step 5: Develop Proposals for Action The next step was to develop three initiative proposals for action, based on the 150 or so ideas on their theme, that could be achieved in the next 12 months to move things forward.

Step 6: Vote on the Proposals: Each group presented their three proposals plus one big 'wild card' idea. The purpose of the voting step was to determine the level of support for each proposed initiative. Members used the OneSmartWorld Voting Card to reflect their opinions. Green indicated, "Yes, I support it in principle". Yellow indicated, "I need more information before deciding". Red meant, "No, I don't support it". The results of the vote on each proposal were recorded to enable follow-through action. A total of 28 proposals were voted on.

Step 7: Form Initiative Teams: At the conclusion of the workshop, all the Group Report Forms and idea cards were collected to be entered into a report to drive follow-up action on the seven challenges. Individuals were encouraged to sign up for Initiative Teams that would be convened by the group leaders to review the results of the votes and build more specific actions plans. The meeting wrapped up with a commitment to follow-up action on the proposals.

THE RESULTS

The 90 people accomplished a lot in a short period of time. They built new relationships, learned about new initiatives, and generated over 1100 ideas on the seven themes in 21 minutes of ideation. They used the input from all participants to produce a set of 28 proposals that will form the basis of a **regionally-based collaborative plan of action**. The Institute plans to use the results of the Community Innovation Day as the roadmap for a year of work and to secure funding and other support (from Institute members, businesses, and other funders like the Ontario Trillium Foundation) to kick-start the implementation of selected initiatives.

Comments/Feedback

Participant feedback on site included: "loved it", "great process", "impressed!", "highly productive", "great community involvement and networking", "great facilitation", "thought-provoking", "too many topics", "really wish we had more time", "too crowded and loud", "would have liked to learn more about the topics" and "the next steps will be critical". Overall, this was a solid start to future collaborative initiatives. For the Institute and the participants, stepping up and taking leadership to implement the primary proposals will be the key to follow through and positive change.