

Staying Connected

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Business services

Sure, face-to-face meetings are best. But there are times you'd rather meet different time-different place with the support of sophisticated decision tools. PRISM introduces the Concept System[®], a powerful, Internet-enabled idea mapping and rating tool.

Doctors on the web

Can't arrange to have everyone meet? Want input from a larger cross-section of stakeholders? No money to support the travel? See how a large medical group used the Concept System[®] to tackle a tough issue over the Web.

Training opportunities

Look to page two for some exciting opportunities to improve your creativity and decision-making skills.

Optimal thinking tips

Do you get in thinking ruts? The battery's dead...but you continue to turn the key. Check out tips to recharge, start the engine, and move down the idea highway—pedal to the metal.

Business services

PRISM Decision Systems helps you accelerate and improve planning with dynamic group processes and state-of-the-art decision systems, including CoNexus[®] and the Concept System[®].

Face-to-face or via the Web

Meet face-to-face and use the CoNexus[®] suite of decision tools. Or have PRISM deliver your planning event over the Internet with the Concept System[®]. Using the Concept System[®], teams can brainstorm, sort and rate ideas from their desktops at their convenience.

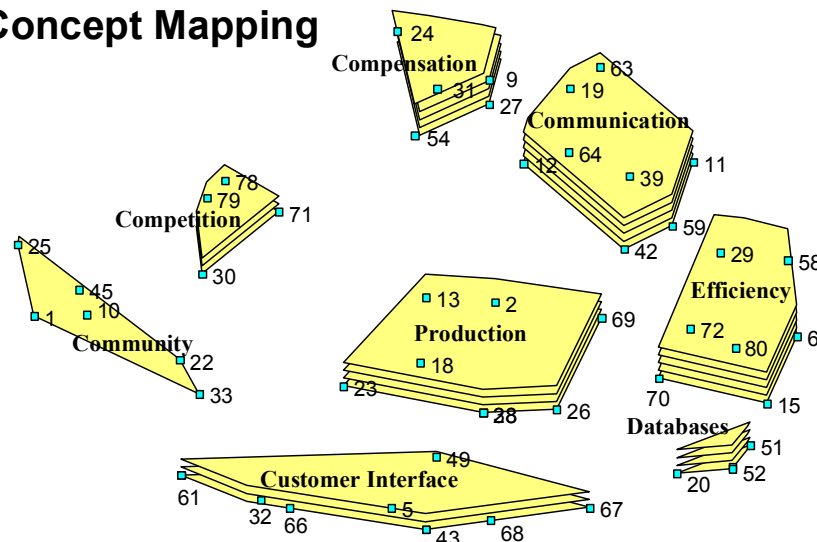
Doctors on the web

Floyd Metzger, Executive Director of United Medical Associates, and John Giannone, M.D., Chairman of the Compensation Committee, wanted to involve 150 doctors in decisions related to their compensation model. But how? It would be impossible to get them all to a series of meetings. John and Floyd decided to enlist PRISM and the Concept System[®]. We proceeded in four phases.

Phase 1: Brainstorming

First we invited all doctors to log on to a web site or fax statements

Concept Mapping



The concept map displays the group's sorting and rating of numbered options: the more layers to each cluster, the higher its average vote.

Group decision support

Using the full suite of CoNexus[®] or Concept System[®] tools, PRISM can accelerate a team's ability to

- Survey for needs assessment.
- Formulate a mission and vision.
- Agree to performance targets.
- Identify priorities.
- Align resources.
- Plan for implementation.
- Make any decision.

describing characteristics of the ideal physician compensation model. We received more than 500 responses.

Phase 2: Sorting and Rating

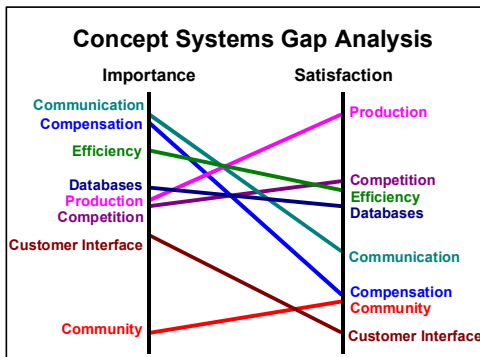
The 500 statements were reduced to 85 discrete characteristics of the ideal compensation model. Twelve doctors volunteered to sort these statements into categories. All doctors were "Doctors" continued on Page 2

“Doctors” continued

invited back to the Web to rate the 85 statements in terms of importance and current satisfaction.

Phase 3: Analysis

Powerful mathematical algorithms within the Concept System[®] analyzed all sorting and rating information and displayed the results in a concept map. (See example on Page 1.) The Concept System[®] also disaggregated the results by subgroup and completed a gap analysis by comparing the doctor’s importance and satisfaction ratings. (See example ladder graph below.)



Phase 4: Decision-making

The concept map and ladder graphs revealed critical information. The doctors did not want to replace their compensation model, as some had proposed. They preferred to improve the current model by addressing key areas where current satisfaction did not match importance.

According to Floyd Metzger, “Using PRISM and the Concept System[®] created tremendous efficiency for us in this difficult project. The wealth of knowledge in the concept maps and ladder graphs enabled the comp committee to know with real certainty what was important to the physician group. With this clear understanding of constituent need, they recommended a set of initiatives to the board of directors, who approved them.”

Matrix decision-making

Faced with a controversial decision? Saddled with positional

Optimal thinking tips

Feel trapped by the circumstances or challenges you face? Need to reinvent your life? Solve a persistent problem? Renew a relationship? Take advantage of a new opportunity?

“Backward-from-perfect thinking” and “future pull”

Maybe standard problem solving just isn’t working for you. Rather than push forward from your current situation, try working backward from a preferred future.

- Create a future anchor: *richly* describe the “where you want to be”.
- Identify all the obstacles that stand in the way of and all the enablers that could help you achieve your preferred future.
- Imagine great success. Looking back, answer “What did I do? How did I get there?”

“Backward-from-perfect thinking” is a powerful thinking technique designed to elicit transformative strategies and actions. Try it and feel the power of “future pull”.

- Thanks to George Land and Tom McNamee for years of insights related to future pull.

and emotional debate? The CoNexus[®] matrix helps teams to make sound decisions by assessing multiple options against weighted criteria. PRISM recently assisted twenty-eight Times Mirror Corporation senior executives to select finalists for its METPRO.biz program that recruits people of color into Times Mirror’s leadership track.

Training opportunities

PRISM delivers training in efficient team planning and decision-making, including creative problem solving, conflict resolution and consensus building. Recent clients include the Binghamton City School District, the Herkimer and Erie 2 Boards of Cooperative Educational Services.

The humor project

PRISM will be a featured presenter at *The 15th Annual Conference on the Positive Power of Humor and Creativity*. The conference will be

held in Saratoga Springs, NY from April 14-16. For more information, visit www.humorproject.com.

Creative problem solving institute
The Creative Problem Solving Institute is considered among the world’s premier creativity conferences. This year’s 46th annual conference will be held June 18-24 in Buffalo, NY. Go to www.cefi-cpsi.org for details.

Engagements

Arnot Medical Services
Blue Marble Corporation for work with the United States Navy
Broome County, New York
Broome-Tioga, Erie 2 and Herkimer Boards of Cooperative Educational Services
Chenango Memorial Hospital
Innovation Systems Group for work with *The Los Angeles Times*
Irma S. Mann Strategic Marketing for work with the Greater Boston Visitor and Convention Bureau
Leadership 2000 for work with SAIC and Telcordia
Litton-Tasc for work with The National Institute for Health
McDonald-Bradley for work with the Washington DC Area Metro Transit Authority
New York State Electric & Gas
New York State Physical Activity Coalition
Numerous school systems
Times Mirror Company
United Health Services, Inc.
United Medical Associates

www.prismdecision.com

For more information regarding
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