

# PiDC

Partnerships  
in Dementia Care

Enhancing Dementia Care for Everyone



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Culture Change Toolkit  
activities, and resources  
at [uwaterloo.ca/pidc](http://uwaterloo.ca/pidc)

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## Dream...imagining what could be

Dream is the third stage of the Culture Change journey. During this stage members work to imagine an ideal future for their group or organization. These *dreams* should not be obstructed by concerns over finances, bureaucracy or current policy.

Dream includes:

- Using the Discovery analysis to create *Aspiration Statements* that help to visualize what positive change might look like and act as a guide for the future (refer to the back of this sheet for a guidance on creating aspiration statements).
  - Identifying the specific aspects of a group or organization that would benefit from attention in the final two phases of the culture change process.
- Spreading the word and collecting feedback on the Aspiration Statements from the community through:
    - ⇒ newsletters
    - ⇒ posters/flyers
    - ⇒ community forums
    - ⇒ staff huddles
    - ⇒ family and resident council meetings
    - ⇒ social media
    - ⇒ focus groups
    - ⇒ creative activities (e.g. photos, artwork)

*"An effective aspiration statement stretches the realm of the status quo, challenges common assumptions or routines, and helps suggest real possibilities that represent desired possibilities for the organization and its people"*

- Cooperider (2002)

Cooperider, D. (2002). *Constructing provocative propositions*. Retrieved from the Appreciative Inquiry Commons.

## Helpful Tips

- When introducing the Aspiration Statements to a wider group or organization, make sure to present them as a Dream for the future, not as what is happening in the present.
- It is important to recognize the impulse to 'problem-solve'. Remind your group that the goal is not to problem solve current issues or speed bumps in daily operations, but to imagine a truly *ideal* future, rooted in current strengths, which the group or organization can then work towards creating.
- The champion should take care to keep the focus on an ideal future that is 'bigger' than the status quo and the challenges.

# Dream Guide

Find more activities and resources in our Culture Change Toolkit [uwaterloo.ca/pidc](http://uwaterloo.ca/pidc)

## Creating Aspiration Statements in the Dream Phase

### How do we do it?

With Discovery successfully completed, the exercise is simple. Take what was learned during the discovery analysis about the 'best of what is' and work together to describe a future that reflects and builds on the themes identified. **Dream about what is important to you, and what is valued by the organisation and its people.** When completed, these aspiration statements will serve as a guide for where the organization and its people will move in the future.

### Key considerations when creating aspiration statements

As you work together, create aspiration statements which represent a shared vision for the ideal future for your group or organization. Cooperider (2002) suggests we ask whether the statements are provocative, grounded, desired, affirmative and unconditionally positive.

### What does this mean?

1. Is your aspiration statement **provocative**? Does the statement inspire innovation?
2. Is your aspiration statement **grounded**? Is the statement grounded in identified strengths and what has worked well in the past?
3. Is your aspiration statement **desired**? "If it could be fully actualized would the organization want it? Do you want it as a preferred future" (Cooperider, 2002)? Will others get excited about it and be willing to defend it?
4. Is your aspiration statement stated "in **affirmative** and bold terms? Is it stated as if it is happening now" (Cooperider, 2002)?
5. Is your aspiration statement **unconditionally positive**? "Is it written in positive language? Will it bring out the best in people the organization, and the members it touches? (Cooperider, 2002)"

### What does an Aspiration Statement look like?

After gathering stories from many within Huron County, including residents, family members and staff, about what an ideal care experience would look like, the Huron County Culture Change Coalition worked together to create Aspiration Statements. Here is a description of one of their statements.

### Aspiration Statement # 1: Relationships are at the heart of dementia care in Huron County.

In Huron County the dementia care experience happens in collaboration rather than in isolation. Everyone, including people living with dementia, engage in strong reciprocal relationships in which people feel valued, loved, respected and heard. Individuals and organizations work cooperatively. Everyone involved in the dementia care process knows that they have support and the time to have fun, enjoy time spent together and find joy and humour in the everyday. Valued relationships are sustained and supported as persons with dementia transition between and within care experiences. People living with dementia are equal members of our community whose humanity and personhood are valued.