



Case Study: The Royal Columbian Hospital Foundation

The Royal Columbian Hospital is located in New Westminster, British Columbia and they are a part of the wider Fraser Health system. The hospital serves the communities of New Westminster, Coquitlam, Port Moody, and Port Coquitlam. It is the areas referral center for the Lower Mainland east of the Vancouver city border. Due to it's close proximity to the freeway and industrial area, this hospital has one of the busiest emergency departments in the Lower Mainland. They provide care to approximately 60,000 emergency patients per year.

The Royal Columbian Hospital Foundation's mission is to help save lives, restore health and provide comfort, by raising funds which directly benefit patients at The Royal Columbian Hospital. Like most small dedicated groups of volunteers who are also community professionals and health care providers, the board required assistance with strategic planning. Given the rapid changes that are effecting healthcare today, changes that impact all areas of the hospital, including the board at the foundation, it was deemed valuable to develop a strategy plan using real time strategic thinking.

The members of the Strategicplay® Group Ltd. were tasked with developing, designing, and implementing a real time strategy workshop that would allow the group to discuss their vision for the future, their present day concerns, and identify key action items to move them forward.

We used highly interactive and visual tools to facilitate workshops. A combination of processes including creative problem solving and LEGO® SERIOUS PLAY® were implemented. These types of processes were selected because they allow everyone to be heard and honored, and because they provide a collaborative approach to problem solving and real time strategic thinking.

During the process of using 3D thinking, the board aligned in their thinking and it became clear to them what actions needed to be put into motion. The group also identified key principles to carry them forward in their work as they continue to implement the plan. Each person also identified areas where they could make a commitment to moving the strategic process forward.

"I really enjoyed the LEGO® SERIOUS PLAY® approach to strategic planning. At first I was somewhat skeptical, though happy to play with the bricks. It was quite something to see the LEGO® representations of our concerns and interested parties evolved into in-depth conversations. It was definitely a useful and entertaining retreat."

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Member of the Board
Royal Columbian Hospital Foundation

