



# The Story of Creekside Condominium

How does Ethelo work?



# The story.

At Creekside Condominium in Vancouver, trees were planted in the shared courtyard.

By mistake, tall, fast-growing trees were planted rather than short, slow-growing trees.



**After a few years, the trees grew  
and covered the views of a number of  
apartments.**





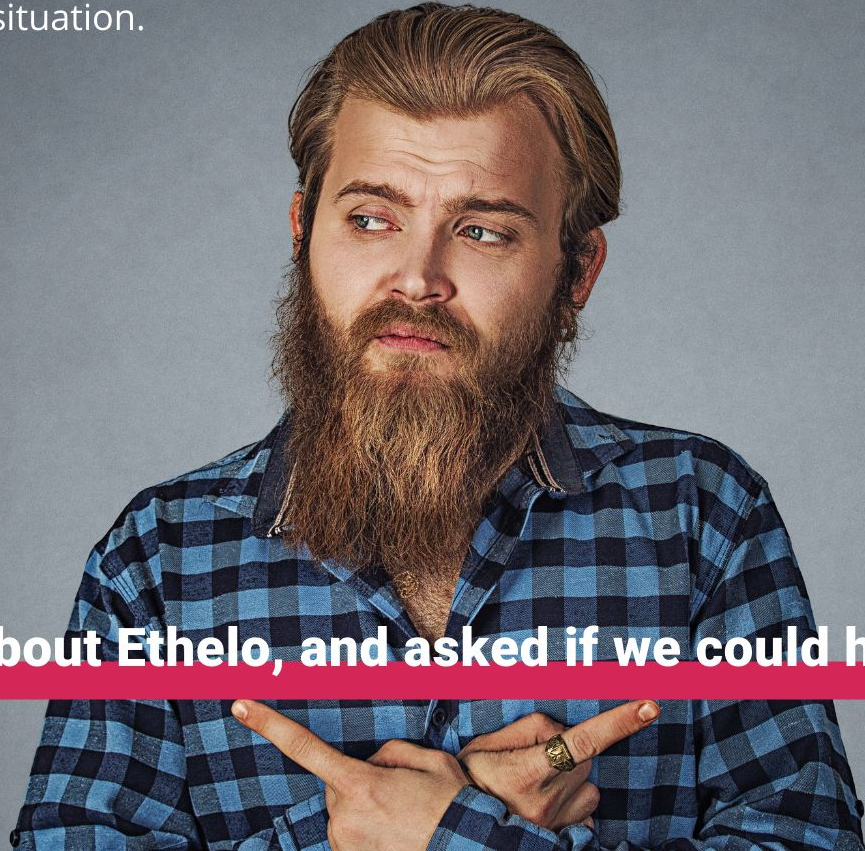
People were sharply divided over whether to remove the trees or leave them alone.

**It became very acrimonious.**



**THE DIRECTORS WERE UNDER A LOT OF PRESSURE FROM BOTH SIDES.**

They faced a no-win situation.



**They heard about Ethelo, and asked if we could help.**




# The Ethelo team identified the general issues

It wasn't complex.



Landscaping strategy



Which trees?



Time period



# But it wasn't a black and white decision either

Landscaping  
strategy

Leave as is

Remove & replace

Just remove

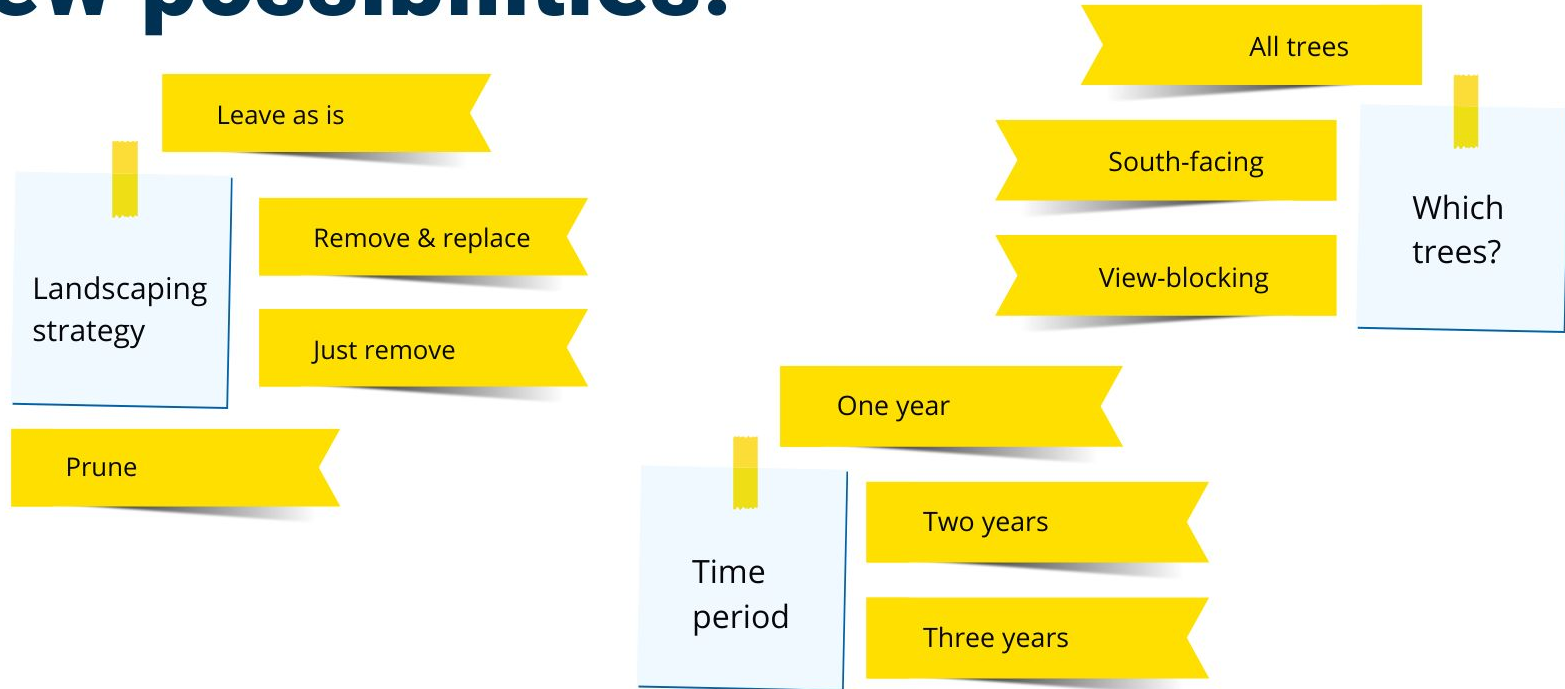
Prune

Which  
trees?

Time  
period



# There were actually quite a few possibilities.





# There were also financial factors. They had a small budget.



Landscaping strategy

Which trees?

Time period

Leave as is

Remove & replace

Just remove

Prune

All trees

South-facing

View-blocking

One year

Two years

Three years

**A simple breakdown showed  
36 possible outcomes**



# We configured Ethelo and invited people to participate.



Each apartment was given an online access code

Owners with two units were given double influence



They were able to  
log into a  
user-friendly  
interface



# They were able to score each of the 10 options on a scale

The image displays two overlapping screenshots of a survey interface. The top screenshot, titled "Trim trees", shows a Likert scale with five options: "TOTALLY OPPOSE", "NEUTRAL", "TOTALLY SUPPORT", and two unlabeled intermediate options. The "TOTALLY SUPPORT" option is selected, indicated by a star icon. Below the scale, a dark blue bar displays "Totally Support".

The bottom screenshot, titled "Remove trees", shows a description: "Uproot the current trees, and replace them with low-growing plants." Below this, a light blue bar displays "Cost per Tree 550". The same Likert scale is shown, with the "NEUTRALLY SUPPORT" option (the second unlabeled option from the left) selected, indicated by a star icon. Below the scale, a dark blue bar displays "Moderately Support".

Both screenshots show a dark blue header with the title and an upward arrow icon. The survey options are represented by rounded rectangular buttons of varying shades of blue.



**They were able to discuss the issues and options with other participants**



# They were able to weigh the relative importance of the different issues

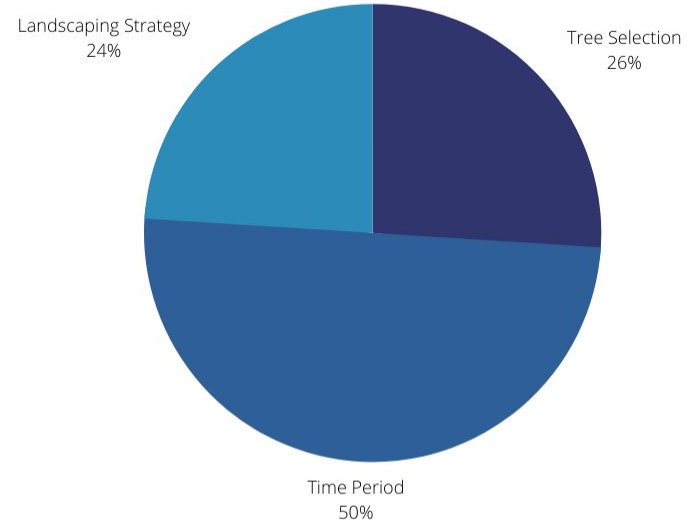
1. How important is *Tree Selection* to you?



2. How important is *Time Period* to you?



3. How important is *Landscaping Strategy* to you?



**As they proceeded,  
they could see their  
favourite choice  
emerge, along with  
the cost implications  
of that choice.**

My Top Choice

Total Cost : \$2,000  
Annual Cost : \$1,000

Time Period

Over two years



Tree Selection



All Trees





The Ethelo algorithm used the information provided by the participants to predict the distribution of support for each of the 36 scenarios.



Polarization means  
risk and resistance



Unity builds buy-in for  
better execution

**It searched for a “fair” outcome that would leave everyone roughly equally happy.**



# In the end, the Ethelo result surprised everyone.

Despite a highly polarized debate, it found a solution that almost everyone supported.



Ethelo recommended a compromise that no one had suggested, or even considered:

## **Just prune the offending trees.**

It was no one's first choice...  
but no one opposed it.  
It was also one of the  
cheapest outcomes!

### Landscaping Strategy

Trim trees

### Time Period

Over two years

### Tree Selection

View-blocking trees





## The result:

Council voted to simply prune the trees that were blocking the views.

**There was no opposition.**

*"We were delighted with the recent results achieved by Ethelo. We recommend Ethelo as an effective tool in dispute resolution and decision optimization."*

**Terry Li**, Rancho Management Services



# More importantly

We reconnected with the management company a year later and asked how it went.

The conversation simply ended, they said.

**They were delighted.**

We can also help you find common ground on complex decisions.

[Schedule a free consultation with an engagement expert!](#)

