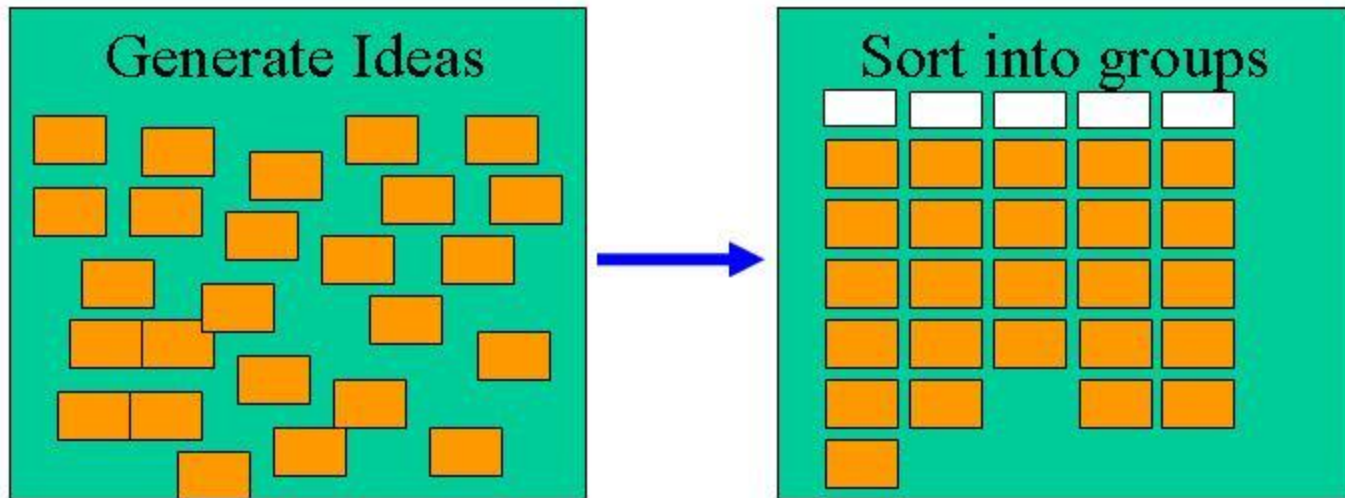


Affinity Diagram

Kleincox@yahoo.com

Paul Klein CSSBB, CMQ/OE, CQA

Affinity Diagram



Use **Brainstorming** to quickly gather many innovative ideas for a specific problem in a short amount of time and organize them into natural groupings and summarize to see facets of an issue and breakthrough solutions..

- Useful to
- Generate input from the entire group. (Team building)
- Allows for non-traditional connections between issues and ideas.
- Encourages ownership of solution paths.
- Avoids the paralysis of too many ideas and options without a consensus.

Set-up

- Need Facilitator and a scribe.
- Materials:
 - 7 Flipchart sheets pre-post on the wall.
 - Non-bleed through
 - Post-it type (or bring tape)
 - marking pens,
 - and blank wall space.

Post-it® Self-Stick Easel Pads - Standard Size  [Printer-friendly](#)



The advertisement features a central image of a woman in a black dress pointing at a flipchart on a wall. Below this, there are three circular callouts showing different paper patterns: a grid, horizontal lines, and a blank sheet. To the right, the Post-it logo is displayed in a yellow speech bubble, followed by the text 'Self-Stick Easel Pads'. Below this, a tagline reads 'A professional touch for meetings that matter.' The main text describes the product's benefits: 'No tape. No tacks. No bleed-through. You'll love the convenience! Each pad features a sturdy backcard, handy carry handle and universal slots for mounting anywhere. There are 30, 25 x 30-1/2 inch sheets in each pad.' Three product variants are listed: 559 White (All-purpose sheets), 560 White With Blue Grid (Faint grid perfect for drawing charts and graphs), and 561 Yellow Lined (Faint blue lines for neater note-taking, and yellow paper for improved contrast and maximum visibility). A small image of a flipchart on a stand is shown on the right, with the text 'No tape. No tacks. No bleed-through.' written on it.

Post-it Self-Stick Easel Pads

A professional touch for meetings that matter.

No tape. No tacks. No bleed-through. You'll love the convenience! Each pad features a sturdy backcard, handy carry handle and universal slots for mounting anywhere. There are 30, 25 x 30-1/2 inch sheets in each pad.

559 White
• All-purpose sheets

560 White With Blue Grid
• Faint grid perfect for drawing charts and graphs

561 Yellow Lined
• Faint blue lines for neater note-taking
• Yellow paper for improved contrast and maximum visibility

No tape. No tacks. No bleed-through.

Affinity diagram guidelines:

- The more creative the better. (Concepts not developed here are acceptable)
- Stretch the imagination for solutions (help breakdown old barriers that are no longer valid)
- No bad ideas (these help generate creativity)
- No criticism, clarification, analysis during brainstorming.
- Using other people's ideas to make new, better, expanded ideas encouraged.

Notes

- **Criticism, compliments** or **ranking**

restrict the creativity aspect of the session.

These show positive or negative toward specific person's input and modifies the other attendees willingness to give input.

Affinity diagram Steps 1,2

- Step 1: Introduce idea and making sure who, what, where, when, why, and how of the issue is described as accurately and thorough as possible.
- Step2: Allow for a minute or two for people to think on the issue before starting.

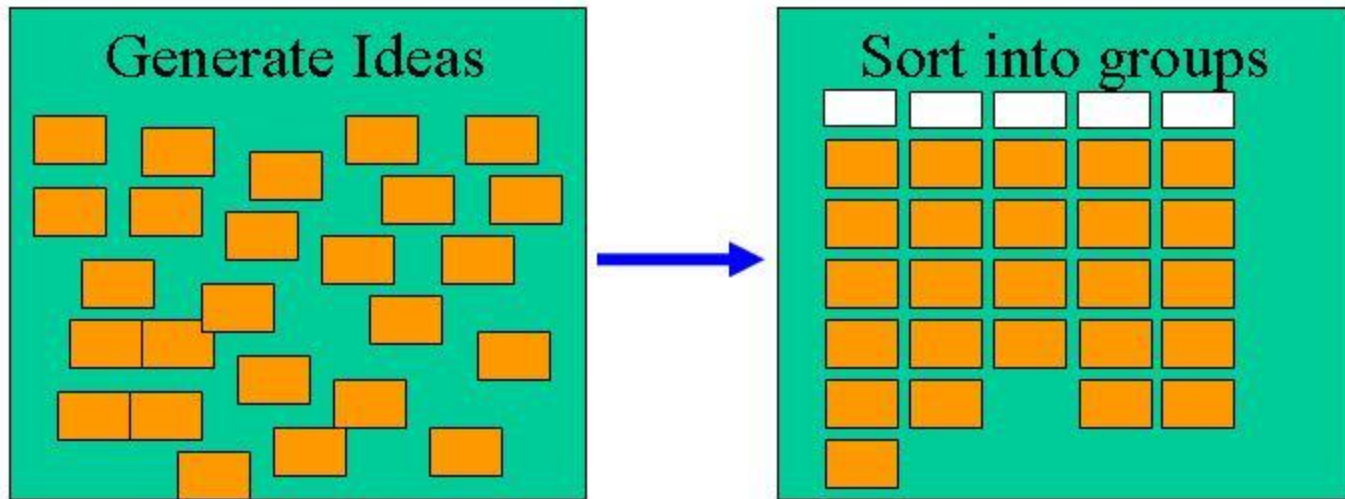
Affinity diagram Steps 3, 4

- Step 3: Invite audience to call out ideas. If only a few are answering then rotate through the group allowing people to pass. Have Scribe record all of the answers on Post-it notes. Alternative is to have attendees write ideas on post-it notes and pass forward so they are announced prior to posting.
- Step 4: Place each post-it on one of the flip chart pages at random. Continue to collect input until several minutes of no input.

Affinity diagram Steps 5, 6

- Step 5: Invite audience to stand up and move post it notes into similar groups. Attendees should be encouraged to move post its multiple times to better refine the groups. Encourage rotation of attendees to different charts so that each attendee has a chance at a chart at least once. This should result in four to seven groups of ideas.
- Step 6: Leader to hold discussion for topic title for each group of post-its.

Affinity Diagram



End of session

- If possible attendees should receive receive a transcribed listing of all of the brainstormed ideas.
- At end of the brainstorming, you can use prioritization tools to further the resolution of the problem.

Thank You

Paul Klein

kleincox@yahoo.com