

# Nominal Group Technique

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# Nominal Group Technique

This is a brainstorming technique that adds structure to balance shy and dominant group members. It helps assure that all have input.

# Compared to Brainstorming when should you use Nominal Group Technique

When members have tendency to have a herd mentality.

Members who think better alone

Group has strident members that monopolize discussions

Concern with support if not all are listened to.

Group does not easily build off of others ideas.

Members coming to discussion with predetermined solutions/problem-causes.

# Set-up

- Need Facilitator and a scribe.
- Materials:
  - flipchart
    - 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 pointing at a flipchart. 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 above the text 'Self-Stick Easel Pads'. Below this, a tagline reads 'A professional touch for meetings that matter.' followed by a paragraph describing 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.' To the right of this text is an image of a flipchart with the text 'No tape. No tacks. No bleed-through.' written on it. Below the main text are three product options: '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, Yellow paper for improved contrast and maximum visibility).

**Post-it** Self-Stick Easel Pads

*A professional touch for meetings that matter.*

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**559 White**

- All-purpose sheets

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- Faint grid perfect for drawing charts and graphs

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## 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- Stretch the imagination for solutions (help breakdown old barriers that are no longer valid)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.

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## Steps 1, 2, 3

- Step 1: Introduce idea and making sure who, what, where, when, why, and how of the issue is described as accurately as possible.
- Step2: Allow for five to ten minute for people to write down as many ideas as possible.
- Step3: Announce time allocation for collecting input.

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## Steps 4, 5

Step 4: Rotate through the members having them read aloud one idea each. Scribe marks it down and when flipchart is full rip off and post for all to see. Note: This can be an idea from your list or new from the discussion.

Step 5: Allow members to pass on any given turn. Allow input on future turns. Continue till pre-announced time or ideas exhausted.

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## Steps 6

Step 6: Review and clarify if necessary ideas in order submitted. Strike only items that Originator AND group agree to be removed. discussion needs to be monitored but can include discussion, disagreement, or clarification.

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## Alternative Step

Other Method 1: An alternative to round robin is a slip-hat method where individuals put individual ideas onto a slip of paper and put all their ideas into the hat at the start of the meeting. Items are added randomly and the audience can add new ideas to expand the creativeness.

Other Method 2: An alternative to round robin is a email submission prior to the meeting and the facilitator can pre-record the ideas at the start of the meeting. Items are added randomly and the audience can add new ideas to expand the creativeness.

With the introduction of social networking many variants such as using blogs, linked-in, facebook, ... to create an on-line alternative to traditional NGT and brainstorming.

# Going Forward.

Establish ranking by idea combination, voting (multiple rounds), ... to establish top concepts to pursue further.

# End of session

- If possible attendees should receive receive a transcribed listing of all of the ideas and the ranking.
- This is a good time to ask for volunteers for specific ideas to become a project/task or team assignments to be given out.

# Thank You

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