

## WHAT:

### Affinity Diagram

## WHY:

- Gather lots of ideas through brainstorming
- Organize ideas into natural groupings
- Develop a sense of creativity
- Focus on review and reflection using both sides of the brain - the right brain generates lots of ideas; the left brain analyzes and organizes the ideas
- Provide a visual tool that focuses conversation

## HOW:

1. As a group, identify the question/issue.
2. Individually and silently generate ideas and record single responses on a single Post-it Note.
3. Post all notes on large chart paper or bulletin board. There should be no discussion.
4. Take turns grouping related ideas together by sorting according to natural relationships.
5. Clarify for understanding by discussing ideas and reach agreement.
6. Create logical titles/labels for each category.
7. Reach agreement that the labels reflect the key ideas of the group.
8. Use the categories and titles/labels to expand thinking.