



Proudly presents

ISSUE MAPPING MASTER CLASS



FIRST TIME EVER: ISSUE MAPPING CLASS LIVE IN LONDON THIS FEBRUARY 2011

SamePage Alliance is pleased to announce that the Cognexus Issue Mapping class is to be run live in London for the first time. This is a once-off opportunity to learn the craft of Issue Mapping in a two-day, interactive face-to-face classroom environment outside of the United States. Paul Culmsee, a certified Dialogue Mapper from Seven Sigma in Australia will be conducting the course and numbers are strictly limited.

Audience

For both IT and non-IT audience; those involved in highly complex projects including leaders, consultants, facilitators, organisational development professionals, change agents, managers and engineers.

Requirements

This master class will be hands on – **please bring your own laptop with Compendium software (freeware) installed.**

Duration: 2 days, with homework after the first day

23 - 24 FEBRUARY, 2010
etc.Venues - The Hatton
LONDON



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 <http://tinyurl.com/23aqbet>

 <http://tinyurl.com/383ctdr>

Aims and Outcomes

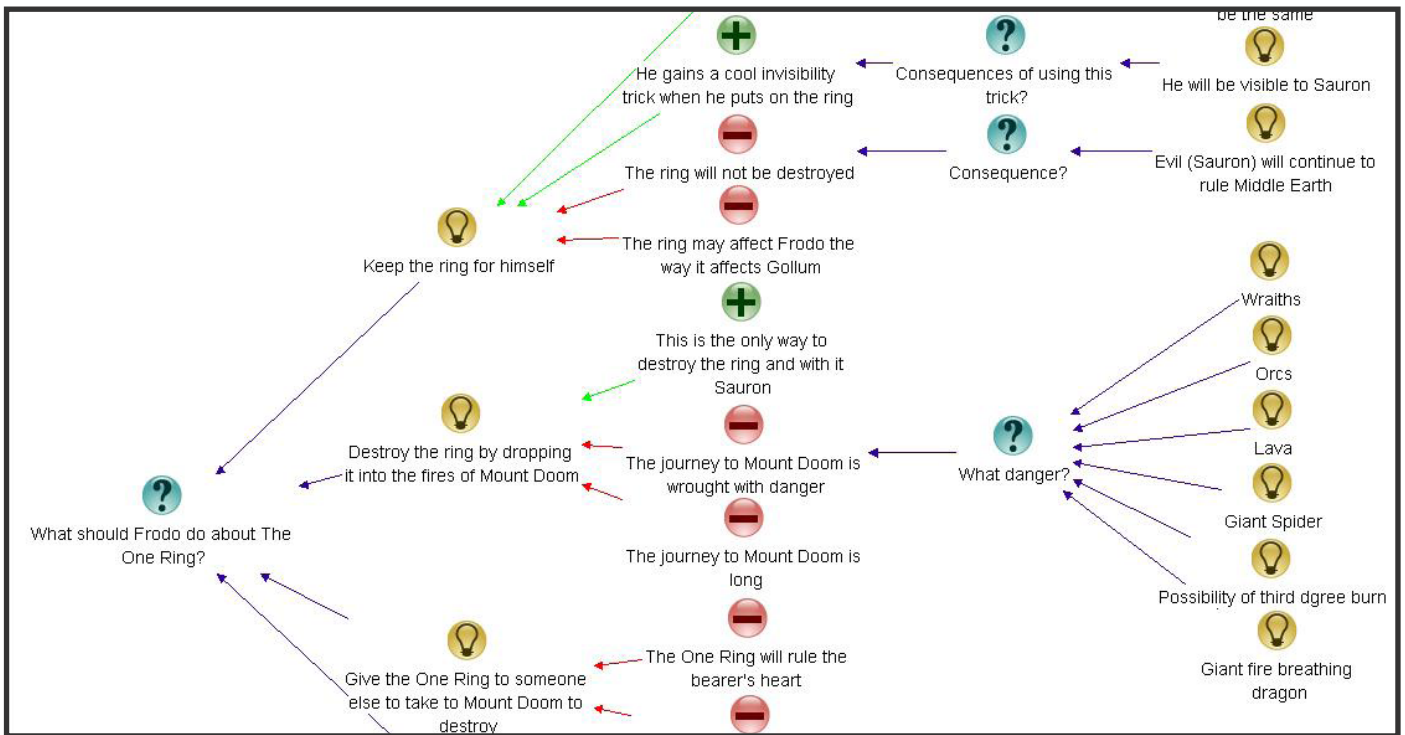
- Be able to create great maps – issue maps that are clear, coherent, and inviting
- Immediately start using Issue Mapping effectively in your work and life; the class will focus on practical experience and map building
- Command a rich range of options for publishing and sharing maps
- Lead with maps: create direction momentum, and energy with issue maps
- Quickly and effectively do critical analysis in dynamic situations
- Organize unstructured information and discover patterns and connections within it
- Make critical thinking visible for inspection and analysis
- Recognise early, the symptoms of wicked problems and the forces behind group divergence
- Recognise the importance of capturing the rationale behind decisions, as well as the decisions themselves
- Rethink the traditional approach to meetings and decision making
- Start capturing the rationale leading up to the decisions by using IBIS and Compendium software

Gain a deeper understanding of:

- The fundamentals of IBIS and Compendium
- The structural patterns that give clarity and power to issue maps
- How decision rationale is represented in a map

REGISTER NOW

<http://issuemappinguk.eventbrite.com/>



This is a Cognexus Certified Class



What is Issue Mapping?

All of us have felt the frustration of walking from yet another unproductive meeting, wondering where the agenda went. Yet, as problems become more complex, meetings are still the place where critical strategic decisions are made. Issue Mapping offers a solution to reducing the frustration and repetition of meetings, leveraging the wisdom of the crowd and tapping into the knowledge that all participants bring to the table. It is a sensemaking framework used to support group discussions to assist all involved to come to a shared understanding.

Using the IBIS notation (Issue-Based Information System), issue mapping visually maps participants' points of views, problems voiced, the rationale and reasons leading up to decisions. These maps are created as part of the meeting process and form a central point of reference. The maps are rich and detailed, yet can be easily read and understood by everyone, even by those not part of the discussion group.

Why Issue Mapping?

- Map detailed rationale behind decision-making as well as the decision; maps the thinking process of the group
- Concentrates on pros and cons to an idea, encourages and explores all views
- Promotes greater understanding of the problem space
- Represents and clarifies diverse points of views, conflicting interpretations and goals, inconsistent information and other forms of complexity
- Everyone has an opportunity to be heard and contributions are acknowledged. Interruptions, repetition and dominance of the loudest decreases

- Keeps participants on topic because they can visually see the progress of the discussion, absorb the bigger picture and appreciate the validity and value of a larger perspective
- Helps participants come up with better ideas and avoids jumping to simplistic answers or superficial conclusions
- Promotes deeper reasoning, rigor and even wisdom
- Everyone can visually see everything discussed- leaves no room for misunderstandings
- Supporting information (such as documents and images) can easily be attached to map to back up ideas
- Participants can see effectiveness of mapping and genuine will try to make it more productive



ABOUT SEVEN SIGMA BUSINESS SOLUTIONS

Issue Mapping is a life skill that can bring clarity and convergence to the management of complex problems. At Seven Sigma, we practice Issue and Dialogue Mapping routinely and this has brought us many satisfied clients. The Mapping in itself is part of the 'secret sauce' that

makes Seven Sigma's reputation renowned.

Seven Sigma is the only recognized designated partner of Cognexus Institute, founder of Issue Mapping, in the world. We recognise that without reaching shared understanding, you will find yourself at yet another meeting, rehashing the same unresolved problems, listening to the same arguments month after month. Or, if a decision has been made, it has not been followed up to fruition due to lack of commitment/buy-in.

We are proud to be part of your journey towards shared understanding and shared commitment.