

# NOT ANOTHER # \$ % \* @ \* & MEETING!

Make a difference - attend our  
ISSUE MAPPING MASTER CLASS



## What is Issue Mapping?

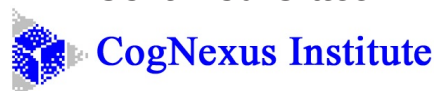
We have all felt the frustration of walking from yet another unproductive meeting, wondering where the agenda went. Yet, as problems become more complex, meetings are still the place where critical strategic decisions are made.

## Why Issue Mapping?

- Maps decision and detailed rationale behind decision-making; maps the thinking process of the group
- Concentrates on pros and cons to an idea, encourages and explores all views
- Promotes greater shared understanding of the problem at hand
- Represents and clarifies diverse points of view, conflicting interpretations and goals, inconsistent information and other forms of complexity
- Opportunity for all to be heard, contributions acknowledged. Interruptions, repetition and dominance of the loudest decreases
- Keeps participants on topic - they can see the progress of the discussion visually, the

- bigger picture can be absorbed better and they can 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 crowd wisdom
- Supporting information (such as documents and images) can easily be attached to map to back up group reasoning
- Participants can see the effectiveness of mapping and genuinely will try to make the discussion more productive


**This is a Cognexus  
Certified Class**



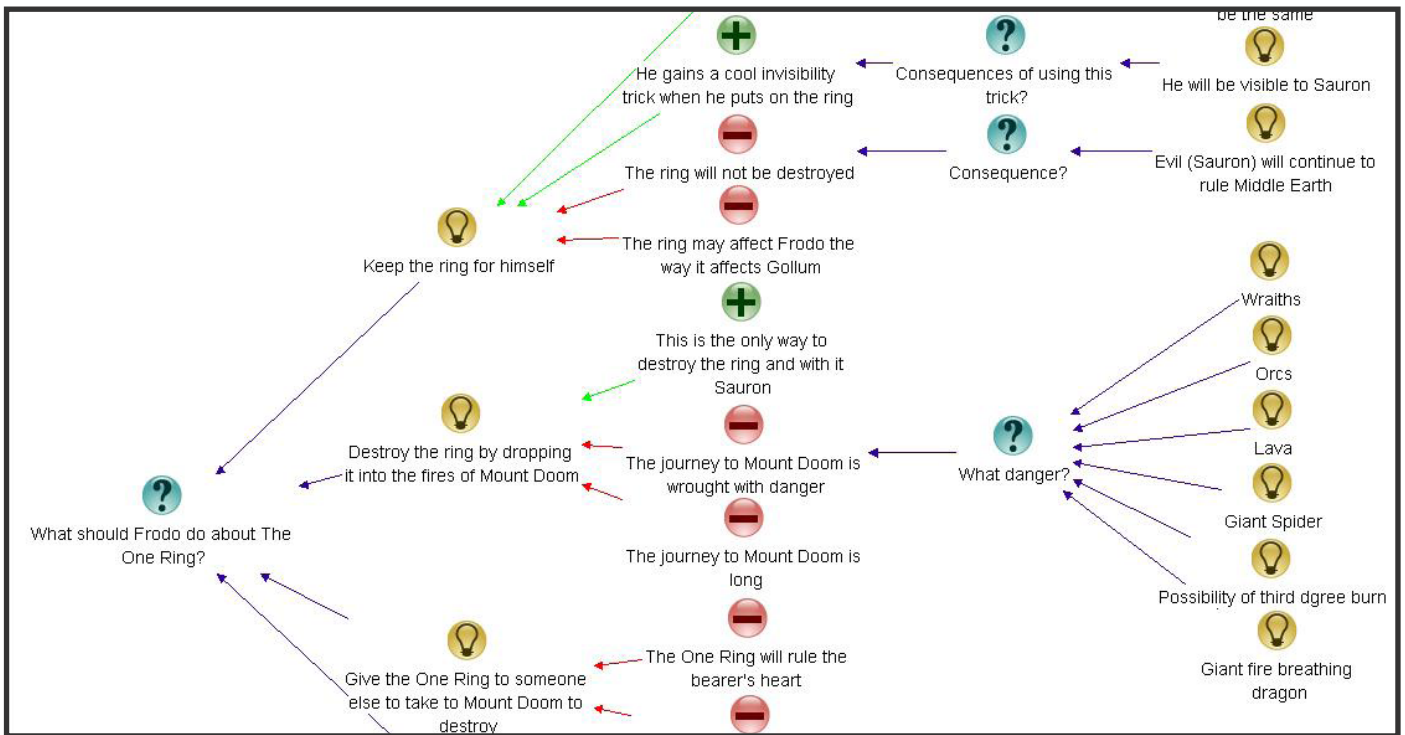
Issue Mapping offers a solution to reducing the frustration and repetition of meetings, leveraging the wisdom of the crowd and tapping into the knowledge that all participants bring to the table. It is a sensemaking framework used to support group discussions to assist all involved to come to a shared understanding.

Issue mapping visually maps participants' points of view, 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.

 [http://www.linkedin.com/groups/Issue-Mapping-Master-Class-3740129?trk=myg\\_ugrp\\_ovr](http://www.linkedin.com/groups/Issue-Mapping-Master-Class-3740129?trk=myg_ugrp_ovr)

 [http://www.facebook.com/?sk=group\\_131689776894513&ap=1](http://www.facebook.com/?sk=group_131689776894513&ap=1)

 @paulculmsee



## Audience

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

## Requirements

This class will be hands on – **please bring your own laptop.**

Duration: 2 days, with homework after the first day

## Instructor

**Paul Culmsee**  
**SEVEN SIGMA**

## Aims and Outcomes

- Create great issue maps – clear, coherent, and inviting
- Immediately start 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
- Start capturing the rationale leading up to the decisions by using IBIS and Compendium software
- Recognise the importance of capturing the rationale behind decisions, as well as the decisions themselves
- Rethink the traditional approach to meetings and decision making

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

**Want to ATTEND our Issue Mapping Master Class?**  
**Want to ORGANISE a class within your own organisation/city?**

**Contact:**  
**info@sevensigma.com.au**



### 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. Dialogue Mapping 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 are proud to be part of your journey towards shared understanding and shared commitment.*