70% of projects fail.

Source: 4 PM

75% of projects fail because senior management doesn't get involved.

Source: Capterra

Affnity Diagramming Sessions (ADS) are an interactive technique designed to help organizations establish a clear vision of success. The technique is effective when there are many stakeholders and participants, concepts or issues seem large and complex, and when group consensus is necessary.

An ADS can help avoid the pitfalls plaguing failing projects by ensuring clear, prioritized requirements and stakeholder commitment and approval.

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AFFINITY DIAGRAMMING SESSION

An Affinity Diagramming Session is effective in preventing project failure, quickly organizing large amounts of ideas and requirements and ensuring proper communication and involvement on projects.

While many projects kick-off and begin with the right intentions and processes, too often projects lack buy in and participation from senior leadership. How often have you conducted (planning or requirement) sessions only to be missing key individuals or groups which negatively impacts the decisions made and resulting work effort?

WHO IS THIS FOR?

An Affinity Diagramming Session is impactful for companies struggling to deliver a successful project. So often projects fail and lack the ability to pull teams together. An ADS ensures success and is ideal for organizations working with internal and/or external staff.

WHEN SHOULD THIS BE USED?

An ADS is used when organizations are looking for creativity and collaboration to kick-off a project. Whether starting new or course correcting a failing project, an ADS ensures your project is on the path toward success.
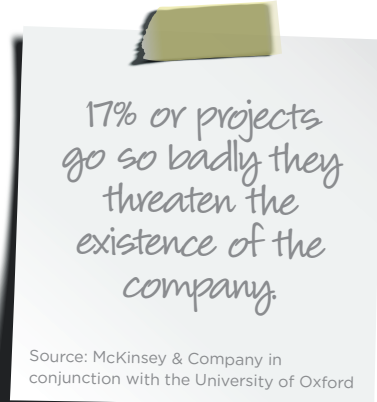
HOW IT IS DONE?

An ADS starts with the user story: a statement that defines an activity you want to perform in the context of the project and the reason for doing the activity. Users stories follow this formula: As a <persona role> I want to <goal/task> so that I can <reason for goal/activity>.

WHERE DO I START?

Start with your team. Ask yourself: who is impacted by this project and who are my stakeholders?

Unsure? You're not alone. We can help.

17% or projects go so badly they threaten the existence of the company.

Source: McKinsey & Company in conjunction with the University of Oxford

57% of projects fail due to breakdown in communications.

Source: IT Cortex