## Step 4 of the ToP Workshop Process: "Naming"
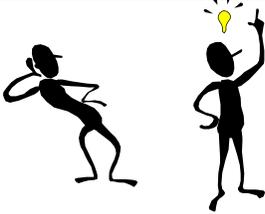
| THE BIG PICTURE | |
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| **Title** | "Naming the Clusters" |
| **Overview** | In this Movement of the ToP Workshop, groupings of data are given names that express the consensus of the participants. |
| **Metaphor** | It's like finding the magic words that transform data into decision |
| **Graphic** |  |
| **Type** | This requires the ability to hear differing viewpoints and to identify the consensus that the group holds. It is not mediation or resolving disagreements: it is finding the points at which agreement exists. |
| **Role** | This is the fourth step in the ToP Workshop after the "Organizing" step in which brainstorm data has been clustered into categories of similar and related items. This step gives those categories a title. |
| **Best Uses** | In the ToP workshop. |
| **Do Not use** | If the decisions are already made about the information by some higher authority, and workshop participants really have no say in the matter. |
| **Group Size** | 8-50 ++ |
| **Space Needs** | Virtual space: Plenary and team "spaces" |
| **Time Frame** | Minimum 30 minutes. This is where discussion takes place and consensus is hammered out. Leave plenty of time for this step. |

| OBJECTIVES | |
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| **Rational Aim** | To determine the consensus of the group about the focus question of the workshop |
| **Experiential Aim** | Participants have an "AHA!" moment as new insight emerges and agreement becomes apparent |
| **Product** | A set of 3-5 word titles that together answer the workshop question and take account of all the data in the clusters |

| SCRIPT | |
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| **Context** | "Now that we have your ideas in groupings, we want to see what the groups are telling us. We need to give each group a proper name that expresses the consensus evident in the cluster. We're looking for 3-5 word titles." |
| **Instructions** | 1. Read aloud all the ideas in the longest column or the largest cluster. Then ask the group for a suitable title. If none is forthcoming, ask, "What is this about?" (Or, if it's a group of issues, something like "Why does this happen? What's the underlying cause?" If it's a group of possible strategies, "What are these activities out to accomplish?" or "What's the action these are pointing to?") Your aim here is to have a substantial discussion focused on the meaning of the data – NOT on the opinions of the participants. When you have apparent agreement, move on to the next one.<br><br>2. After doing 2-3 all together, invite teams to take a cluster and provide it a name / title. This enhances the engagement of the group. All working together can be slow and tedious.<br><br>3. Have the teams report their titles and let the whole group ask questions or suggest refinements.<br><br>4. Don't let this degenerate into "word-crafting" in which grammar overcomes group clarity. That can happen later. What you want is the group's ownership of the titles. |
| **Ground Rules** | 1. In this discussion, silence means assent. People need to speak up and offer their insights. Working in small groups is helpful to get the |

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| | engagement.<br><br>2. Keep people engaged in this step. It's the most important of the workshop, and easiest for people to mentally disengage. Plan questions carefully, and allow for divergent viewpoints to emerge. You're looking for a creative insight that integrates the data. This is the place for difficult issues to be addressed. |
| **USING THIS DESIGN PATTERN** | |
| **Materials** | Participants need access to the virtual sticky wall with its clustered data and to a virtual team flip chart where alternative names may be tried. |
| **Preparation** | The facilitator needs to have on hand different sets of questions to catalyze creative discussion. It's helpful to make up several sets of questions and use different ones for different clusters of data. It also helps to have some knowledge of the subject matter in order to ask the hard questions and be sure people are being realistic. |
| **Challenges** | "Hearing" the consensus on line. Unless there is video, it's difficult to read body language, so verbal clues are important. |
| **Tips** | When people get into arguments, refer back to the data and stress that you're asking about the name of this data, not about their individual opinions. That data represents the group's wisdom and consensus.<br><br>Leave yourself enough time to do this part well. It should be the longest movement of the workshop and involve substantial discussion. |
| **Modifications** | It is possible – but not advisable – to have a small group to name the clusters and present them to the large group for ratification. This may save time, but it reduces the group engagement and therefore commitment to the results. |