



VIS-IT SOLUTIONS TRAINING DOCUMENT

MATRIX THINKING: THE FACTOR ANALYSIS MATRIX

The Factor Analysis Matrix technique begins by creating a row of column headings, which represent the options to be considered, and then asking the group to offer a growing column of row heading ideas: the specific factors that need to be considered before deciding which of the options to select. The row of column headings includes the ideas that capture the option choices available to the group.

For example, a management team may be deciding between three location options for a new office facility. In this example, Seattle, Phoenix, and Des Moines are the three choices being considered. A top row with three column headings, one for each location option, in blue BIPs (VIS-IT Big Idea Pads),

<i>Decision Factors Below</i>	City A	City B	City C
Workforce Quality			
Salary Rates			
Building Costs			
Air & Water Quality			
Culture			
Etc.			

would be posted. To the left of the three choice names would be a white BIP labeled "Decision Factors." Below it, also on white BIPs would be every decision factor idea the group decided should be evaluated for each location. Factors might include: availability of educated workforce, salary costs, building costs, air

and water quality, etc. Often, the group might first brainstorm the relevant issues or opportunities associated with a move, and then rank the factors before starting the evaluation, putting the most important ones at the top of the factors column. See the Nominal Group Technique or the Paired Comparison Leapfrog Technique.

ABOUT VISION WORKS

Vision Works, LLC is the creator of the VIS-IT™ Line of facilitation and thinking tools including FlowShapes™, 6" Hexagons, Jumbo Hexagons, Mini Hexagons, Big Idea Pads, and the Great Big Idea Pad. Vision Works serves a rapidly growing customer base including facilitators, trainers, consultants, managers and executives working in some of the world's largest and most innovative organizations.

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