

TeamStorming

Scarecrow Consultants is pleased to announce the launch of 'TeamStorming'. TeamStorming combines the creativity of brainstorming and team-building exercises with the rigour of a systems thinking approach.

There is no doubt as to the benefits of applying systems-thinking to problem solving in a way that can be adopted at the heart of a systems engineering approach. Such approaches, however, often necessitate a strong understanding of the theory and practice behind systems engineering and require knowledge of advanced modelling notations, such as the Systems Modelling Language (SysML). Senior members of staff often do not have the time or resources required to be trained in these techniques, yet have a strong need to reap the benefits of systems thinking and systems engineering.

There is, therefore, a cadre of senior people, ranging from senior managers right up to director level, who have a need to produce ideas that form a structured and rigorous output that can then be used as an input to systems engineering activities.

The TeamStorming methodology enables this.

TeamStorming Workshops

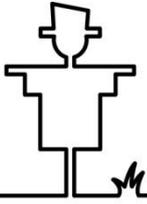
A typical TeamStorming workshop consists of a number of well-proven brainstorming exercises that allow a group of people (ranging from 12 to 40) to work in small teams in order to answer a specific key question that relates to their business. Such questions may include how best to develop the ideas for a new or improved product, how to improve business, abstracting and defining needs for a new work initiative and how to implement new processes or methodologies into an organisation.

Unlike other approaches, TeamStorming is not just a series of exercises, but is underpinned by a systems model that enables the teams to produce a landscape that can be used as a formal input to systems engineering activities.

The exercises include defining factors (such as ideas, stakeholders, products, services, actions, etc.) that may be relevant to the question and then identifying key roles that hold an interest in the question. These factors are then grouped into affinities (common themes that link a number of factors), which are then voted upon by the participants in order to prioritise the most important affinities. The key roles are then explored by developing a number of empathy maps that put the delegates in the shoes of these roles, and the different perceptions of each are then explored.

Based on a combination of these affinities and empathy maps, each team develops a number of storyboards that define how the affinities may be achieved. Each group is then split into one of two broad categories: beavers, who work towards identifying positive actions that enable the storyboards, and monkeys, who work towards identifying negative actions (monkey wrenches) that disrupt or destroy the storyboards.

Each storyboard is then executed with rival teams of beavers and monkeys playing their respective positive and negative actions. New positive actions are generated aimed at pre-empting or



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mitigating against the negative actions. Based on these positive actions, future actions that need to be taken by the business are identified.

All of these outputs are then collated into the landscape that provides the way forwards for the business with regard to the considered question.

Systems Engineering

The TeamStorming methodology has been developed using a best-practice systems engineering approach that is designed to provide useful and valuable outputs that can then be used as a formal input to your business's systems engineering activities.

Target Audience

The target audience for TeamStorming is senior management, programme managers, CTOs and company directors. The exercises require no formal training nor knowledge of any specific notations, modelling languages nor complex tools.

Benefits

The benefits of TeamStorming are as follows:

- Structured brainstorming focused on answering a specific question
- Enhanced team working and communication
- Encouragement of all participants to contribute, regardless of their role or background
- No need for complex notations, modelling languages or tools.
- A structured output that is driven by a system model and that can be used by systems engineers.

Remember, TeamStorming is not just another set of team-building exercises.

Facilitation Options

Scarecrow Consultants Limited will provide a team of highly-skilled facilitators who will guide your participants through the TeamStorming exercises and collate the results into the resulting landscape. This is typically run over one or two days.

Training Options

Scarecrow Consultants Limited also offer the option to train your own staff in becoming a TeamStorming Practitioner. The training consists of a formal training course in the TeamStorming methodology and then mentoring on your first three TeamStorming workshops, enabling your own staff to become fully-competent TeamStorming Practitioners. Once qualified, TeamStorming Practitioners are then in the position to facilitate their own workshops. TeamStorming Practitioner training is typically run as a single day, after participation in a TeamStorming workshop.

More Information

For more information on TeamStorming, or any of our other offerings, please contact Scarecrow Consultants Limited using the details above.