Concept Systems INCORPORATED

Why use Group Concept Mapping (GCM)?

Organizations choose Group Concept Mapping to engage their diverse stakeholders in decision making, planning, and providing feedback.

1. **Inclusive Decision-Making:** GCM ensures that diverse perspectives are considered, leading to more comprehensive and inclusive decision-making.
2. **Enhanced Understanding:** It helps participants gain a clearer understanding of the collective views and priorities within a group or organization.
3. **Improved Collaboration:** The process fosters collaboration and communication among participants, enhancing teamwork and mutual understanding.
4. **Strategic Insights:** GCM provides valuable insights into patterns and trends, helping to inform strategic planning and prioritization.

Stages of Data Collection in a GCM Study

Idea Generation

Ask **what a person thinks or knows** about the issue at hand.

Sorting

Ask **how each person thinks:** what individual conceptual picture a person would create.

Rating

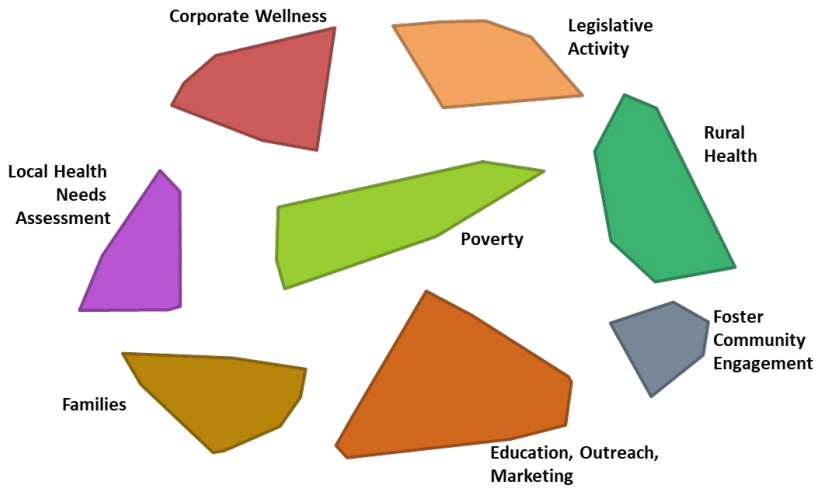
Ask **how each person values** or rates each idea or item compared with others.

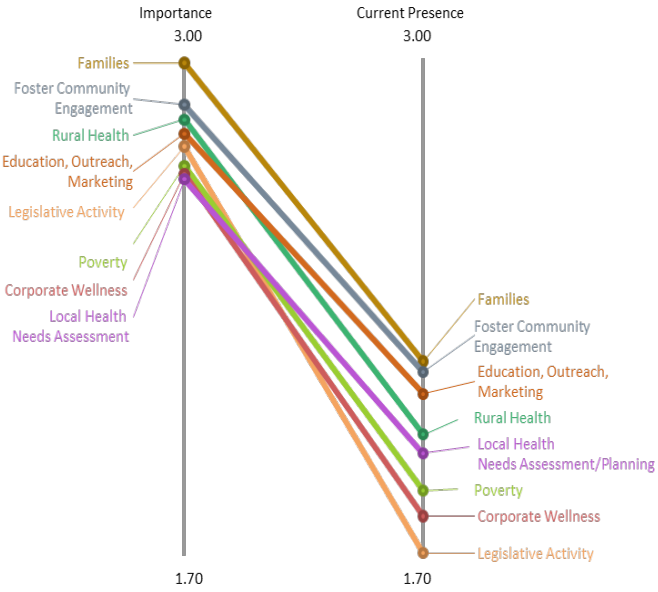
Demographic questions

Ask each person about themselves.

Examples of Data Visualizations Created by groupwisdom™ Web-based Application in a GCM Study

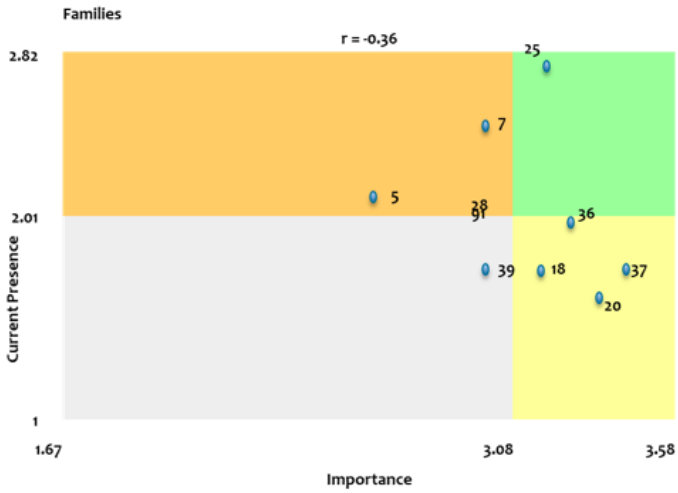
- ***Concept maps*** are a visual map of every idea sorted by participants, demonstrating the relationships between ideas and establishing themes for each cluster.





• ***Pattern matches*** use the conceptual themes from the concept map as the basis to compare ratings in a visual array that illustrates common and differing values. ***In this example we see that the Local Health Needs Assessment (in purple) was considered the least important but rated in the middle for current presence.***

- ***Go-zones*** illustrate the ratings comparisons for every item on the map, cluster by cluster. ***In the yellow quadrant you can see the items that are rated as highly important, but not currently present. These items can be prioritized for implementation.***



Concept Systems is the founder of the Group Concept Mapping method and has been conducting GCM studies for 30 years. Learn more about GCM at www.groupwisdom.com or contact us at consulting@conceptsystems.com.