COMPRESSION PLANNING®

OVERVIEW

Better Decisions Quicker

Helping key leaders leverage their collaborative time so they make better decisions faster - which leaves more time for strategic thinking and better results.

Compression Planning gets everybody heading in the same direction and compresses the planning time for major projects to enable your organization to achieve the results you need.

The Compression Planning Institute
Pittsburgh, PA
724-847-2120
The Storyboard System

**Purpose**
- To help people and organizations think more effectively
- To increase meaningful involvement
- To dramatically speed up collaborative work

**Origin**
- Leonardo da Vinci
- Walt Disney
- Mike Vance
- The McNellis Company

**Physical Characteristics**
- Use Creative Covers®
- Use 4’x4’ Regular & Portable Folding Storyboards
- Use Mini Storyboards 24”x30”
- Use Easels
- Use J-Track (carpet track) to suspend boards
- Use cardstock, pins, markers, etc.

**Major Uses**
- Planning
- Strategic
- Long Range
- Project
- Cross Functional Groups
- Personal Teams
- Idea Development
- Problem finding and resolution
- Organizing
- Communicating

**Physical Characteristics**
- Planning centers/team rooms
- Business
- Home
- Conference Rooms
- Work Stations
- Hallways
- Retreat Sites
- Production Centers
- Almost Anywhere!!!
Pure Form Thinking

Explore
- Generates
- Provokes
- Explores
- Entertains
- Fantasizes

Focus
- Judges
- Selects
- Sequences
- Applies Logic
- Categorizes

Guidelines for an Exploring Session
- Suspend judgment
- No speeches
- Listen to each other
- Spin thoughts to rich ideas

Time Break

Guidelines for a Focusing Session
- Challenge ideas, not people
- Narrow down ideas to a manageable few
- Focus on unique factors
- Merge ideas and create strength
<table>
<thead>
<tr>
<th>#</th>
<th>Purpose</th>
<th>Non-verbals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>It's not in the budget</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>We're not ready for it</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Everybody does it that way</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Too hard to administer</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Too theoretical</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Production won't accept it</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Personnel isn't ready for this</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Not timely</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>The old people won't use it</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>The new people won't understand it</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Takes too much time (work)</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Don't move too fast</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Has anyone else ever tried it?</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Let's make a market test first</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Let's form a committee</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Won't work in our territory</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Too big (or too small) for us</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>We don't have the right people</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>We tried that before</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Too academic</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>It's a gimmick</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>You'll never sell that to management</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Stretches the imagination too much</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Let's wait and see</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Too much trouble to get started</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>It's never been done before</td>
<td></td>
</tr>
</tbody>
</table>
Roles within a Project Team

**Pinner / participant**
1. Dumps the push pins out on the table
2. Pins subber cards in the center of the card
3. Avoids overlapping and gapping cards
4. Stands to the side when waiting to pin so the participants can see the boards
5. Contributes ideas during a session
6. Does not act as a second facilitator

**Printer / participant**
1. Uses a verb as first word on a card
2. Captures a single, complete thought per card
3. Prints, DOES NOT WRITE
4. Listens and waits for the spin
5. Contributes ideas during the session
6. Asks for help when uncertain about what to print

**Client / participant**
1. Owns the project
2. Sits where there is low eye contact with participants
3. Focuses their entire energy and thinking upon the issue at hand
4. Contributes, but does not dominate

**Participants**
1. Avoid playing off the client
2. Focus their entire energy and thinking upon issue at hand
3. Listen and build on others’ ideas
4. Direct energy to content not process

**Facilitator**
1. Conducts the session
2. Gives direction to PINNER and PRINTERS
3. Gives permission to take risks
4. Protects people and their ideas
5. Brings out the best thinking of the group
6. Manages the group’s energy and the process
7. Coaches convergence and closure