

# Getting Unstuck

## Cloud Group Strategies



When collaborative teams confront lists of ideas after a divergent exercise, it can feel overwhelming! Oftentimes, however, many of the “divergent” ideas can be grouped together and common themes will emerge.

Grouping by “theme” is the go-to method for a cloud sort, but sometimes other methods are useful. Stuck on how to group? Try these approaches:



### By Task

Investigate the various ideas presented in your divergent exercise, and discuss the types of work (perhaps by department) needed to make those ideas real. Group accordingly!

**Most useful when** a project’s purpose is clear and the team roles are well-defined.

### By End-User

Does your team need to get unstuck from corporate thinking? Try looking at your list of ideas from your user or customer’s perspective and grouping around customer segments or needs.

**Most useful when** you want to compare your ideas to your customer’s perspective

### By Difficulty

Feeling overwhelmed by how much work ideas represent? Try grouping them from least effort to most effort. Make your clouds based on the amount of time or effort required to achieve the idea.

**Most useful when** ideas you’re investigating range from simple to incredibly complex