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Managing Innovation

List Reduction

What is it?

List reduction is a method of reducing a large list of items to a manageable few.

Why use it?

List reduction is a useful tool to use after a brainstorming session, to decrease the number of items identified.

How to use it

- 1. Display the list of items to be reduced so that everyone involved in the list reduction activity can see it.
- 2. Vote for the items on the list. As each item is called out by the group leader, anyone who wants to keep it on the list votes for it by raising their hand. People can vote as many times as they wish, but only one vote per person per item is allowed.
- 3. When the first round of voting is over, the items with the largest number of votes are circled. The number of votes required for a circle is agreed to by those people taking part. Usually, a group of 5 to 8 people will circle any item with 3 or more votes.
- 4. Identify 3 to 5 of the 'most significant' items. If there are more than 3 to 5 circled items after the first round of voting, everyone votes again. This time, however, the number of votes each person has is limited. The number of votes is determined by dividing the circled items by 2. Eg if there are 10 circled items each person would have 5 votes. No one may vote for the same item more than once.
- 5. Continue reducing the list in this manner until 3 to 5 items remain.