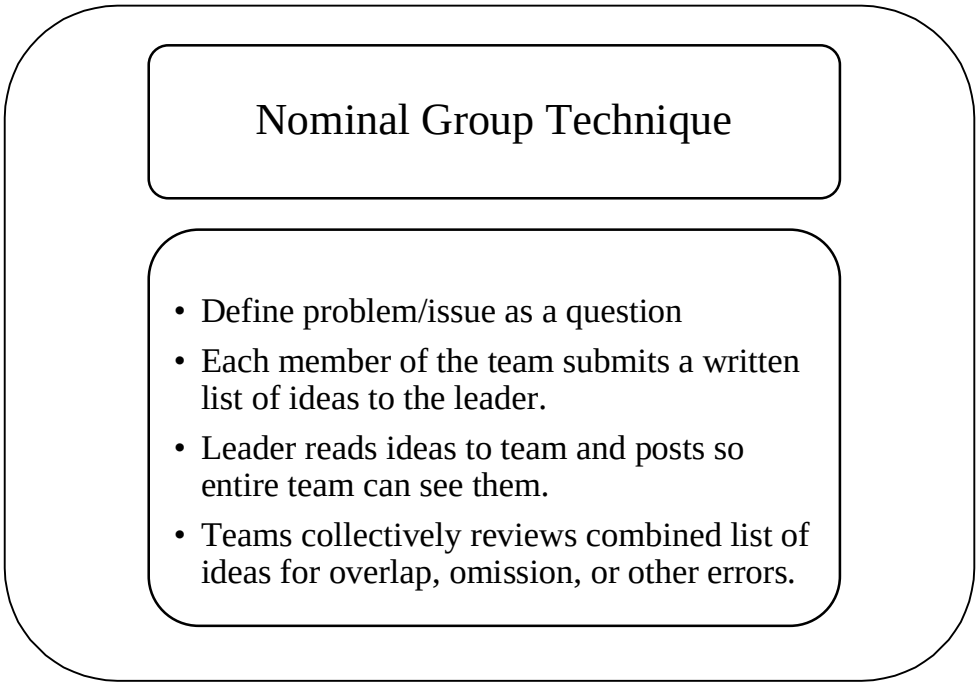
## 1.4 Nominal Group Technique

The Nominal Group Technique (NGT), developed by Andre L. Delbecq and Andrew H. Vande Ven in 1968, is a group decision making process for generating ideas and identifying problems. The NGT develops a prioritized list of ideas through a system of brainstorming and multivoting by group members. The group leader is responsible for conducting the meeting and developing the final list of ideas based on the votes of the team members.

The technique begins with the silent, written nomination of ideas by each team member. The team members then vote as to which ideas are most important. The leader then develops a prioritized list of those ideas considered most important.

The NGT allows managers who are implementing Integrated Product Development to acquire ideas from all IPT participants. This ensures equal participation from all team members, whether they are outspoken or timid. This method also allows managers to use mathematical voting procedures in the selection of the final group decision. The output of NGT is the collective knowledge of all IPT participants, which should resolve problems throughout the product's life cycle.

Source: Group Techniques for Program Planning



## Nominal Group Technique

- Each team member submits a list of best ideas from combined list, ranked by relative importance.
- Leader develops final list of the most important ideas based on team member votes.

## Benefits of NGT

- Team members are collocated.
- Free flow of ideas in a non-threatening environment.
- Final decisions reached through analytical methods.