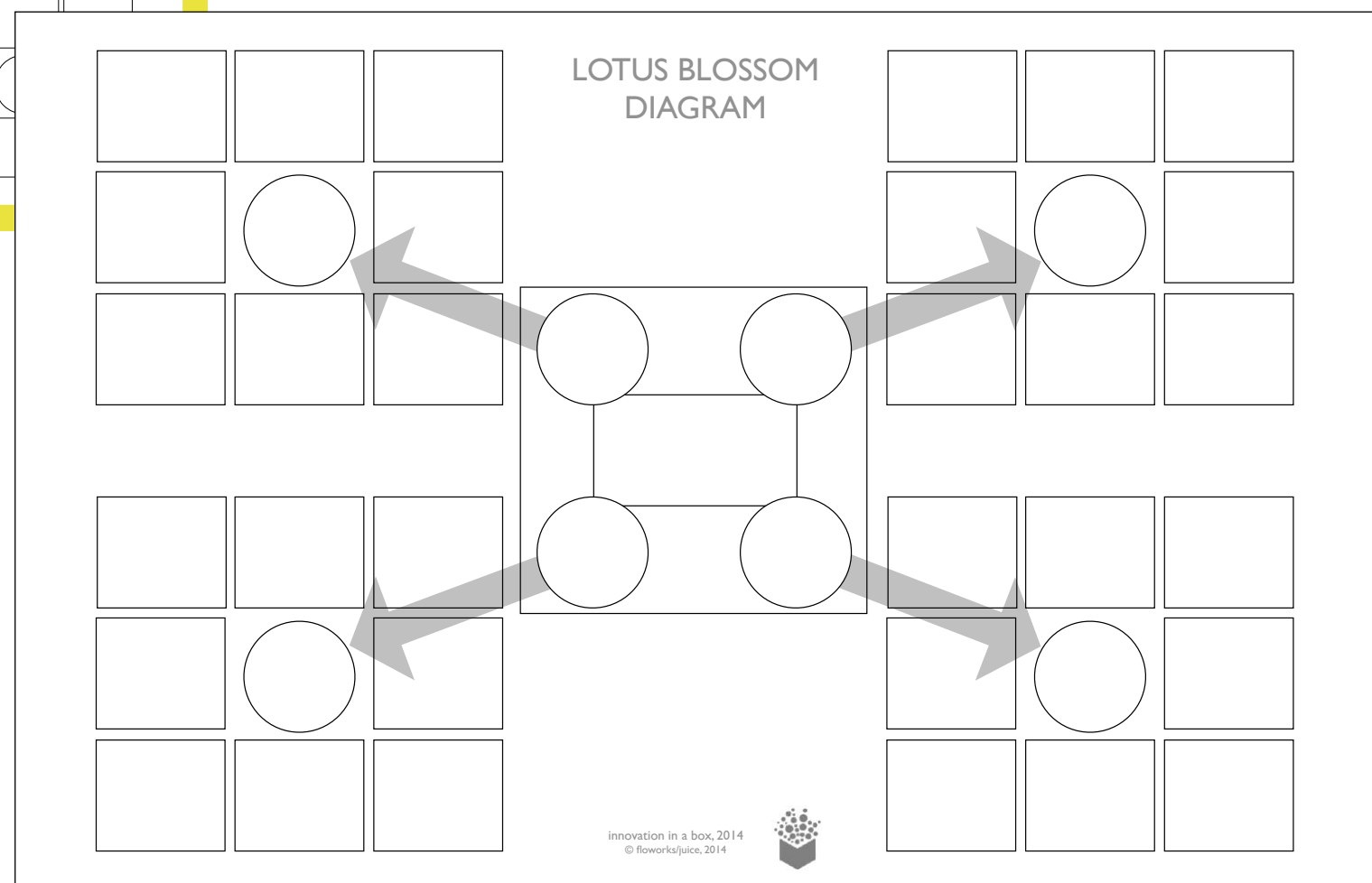
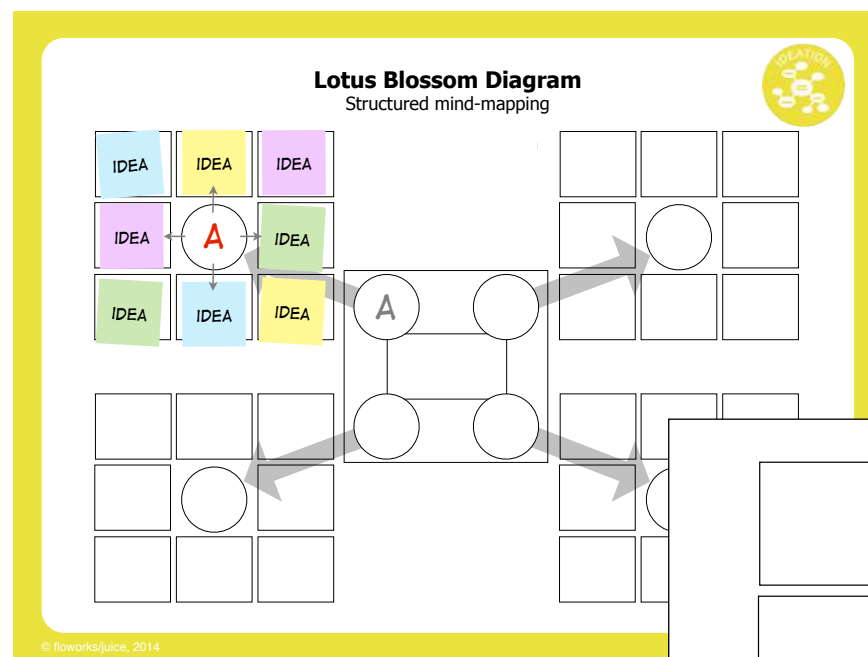


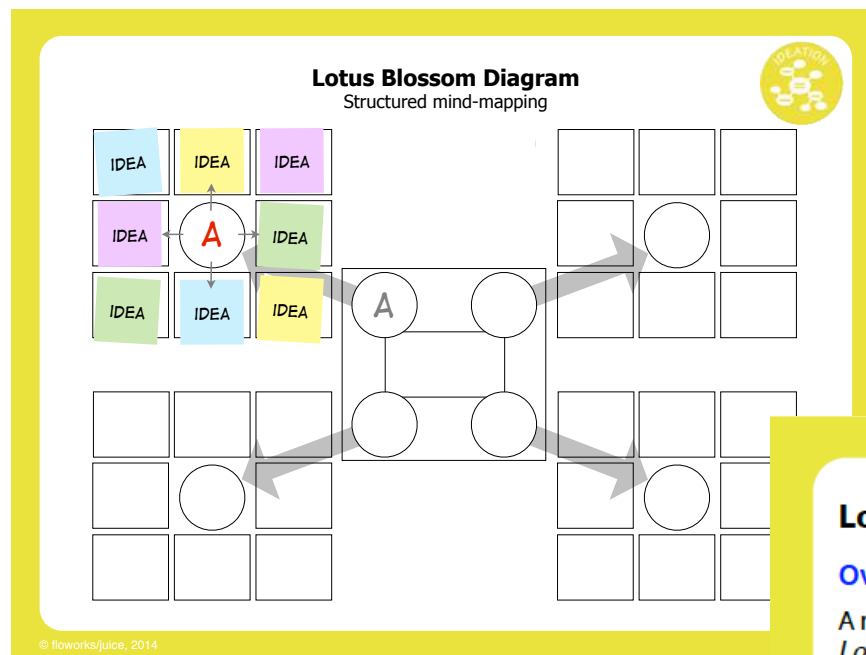
Lotus Blossom Diagram

Structured mind-mapping



Lotus Blossom Diagram

Structured mind-mapping



Lotus Blossom Diagram

Overview

A more structured variant of *mind-mapping*, the *Lotus Blossom Diagram* was developed by Yasuo Matsumura of Clover Management Research. A Lotus Blossom begins with a central theme, and then “blossoms” progressively outwards.

Outcomes

Benefits:

- A balance between structure and openness
- Its radial structure allows you to expand
- Can easily accommodate visual brainstorming
- Can be used for investigation and ideation

Disadvantages:

- Although groups may struggle to fill all the boxes, that is an important component.
- Use stimulus response to help push your thinking.

Time

20-60 minutes

How it works

Steps

1. Create your diagram template.
2. Write your central question in the center.
3. If **investigating**, write the main factors that might be causing the problem in boxes A, B, C, D (i.e. People, Processes, Resources, etc).
4. If **ideating**, write your first round of ideas in boxes A, B, C, D.
5. Transfer the factor or idea in the interior circle **A** to the outside circle **A** (see diagram).
6. The factor or idea in the outside circle **A** now becomes the catalyst for either deeper *investigation* or generating 8 new ideas.
7. Although the diagram shows four “lotus blossoms” you can increase the number of central circles, i.e. A, B, C, D plus E, F, G, H.

Resources

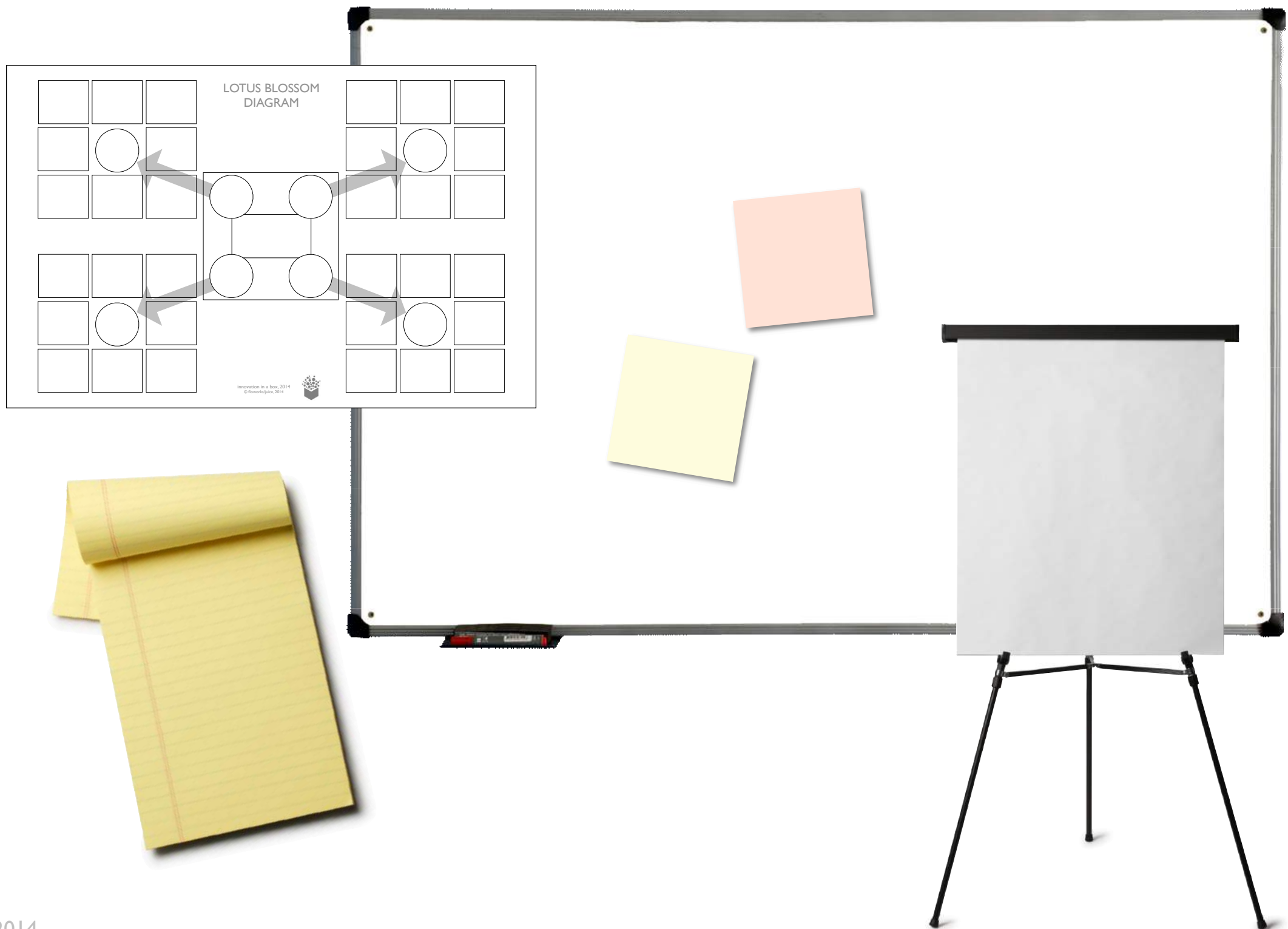
- *Slide show: Lotus Blossom Diagram*
- *Workmat: Lotus Blossom Diagram*





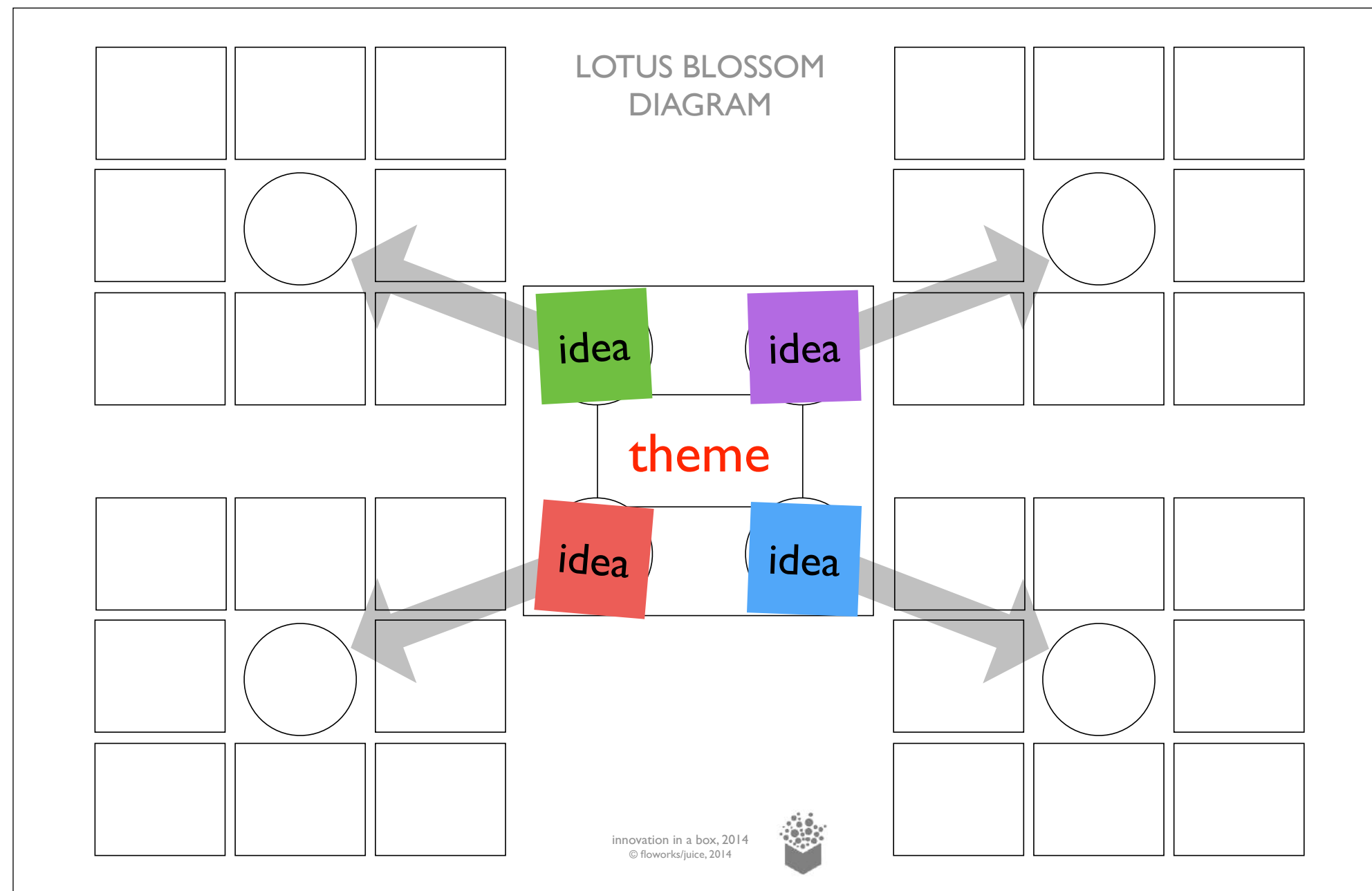
Lotus Blossom Diagram

You can work on a Lotus Blossom by yourself or with a group. Use a template, blank sheet of paper, Post-Its™, a flip-chart, or a whiteboard - or a combination of all of these.



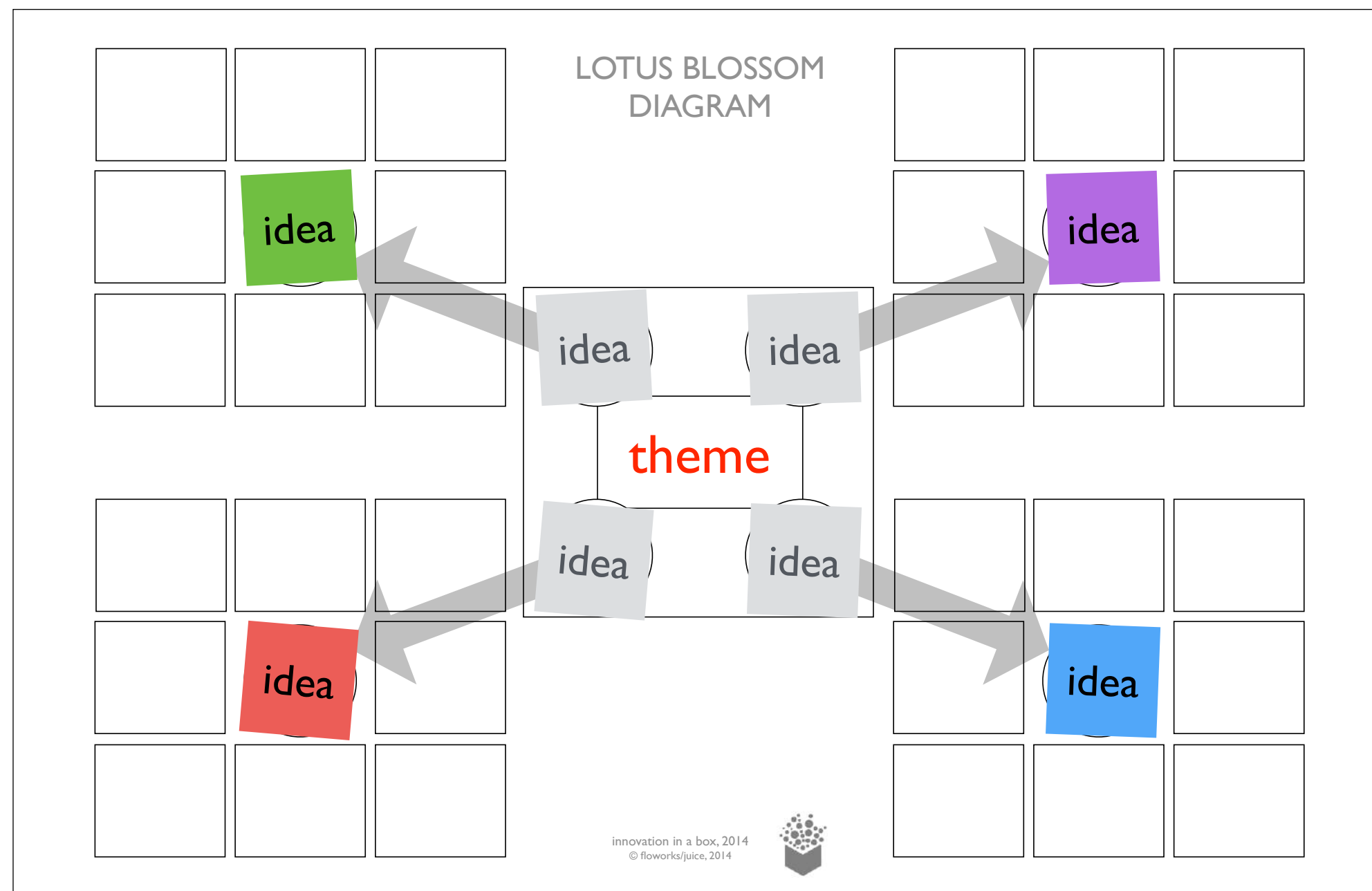
Lotus Blossom Diagram

A more structured variant of *mind-mapping*, a Lotus Blossom begins with a central theme, and then “blossoms” progressively outwards.



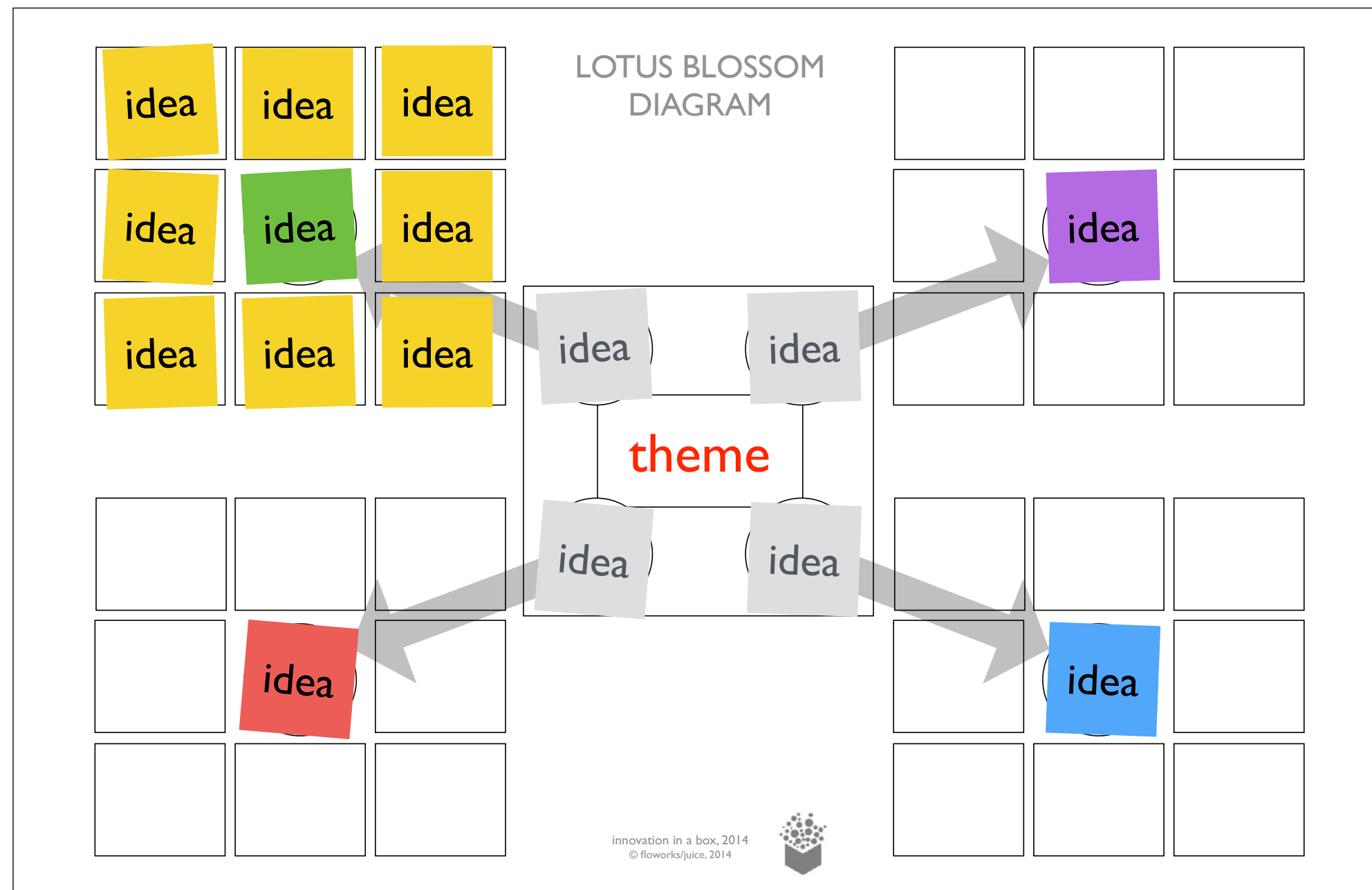
Lotus Blossom Diagram

A more structured variant of *mind-mapping*, a Lotus Blossom begins with a central theme, and then “blossoms” progressively outwards.



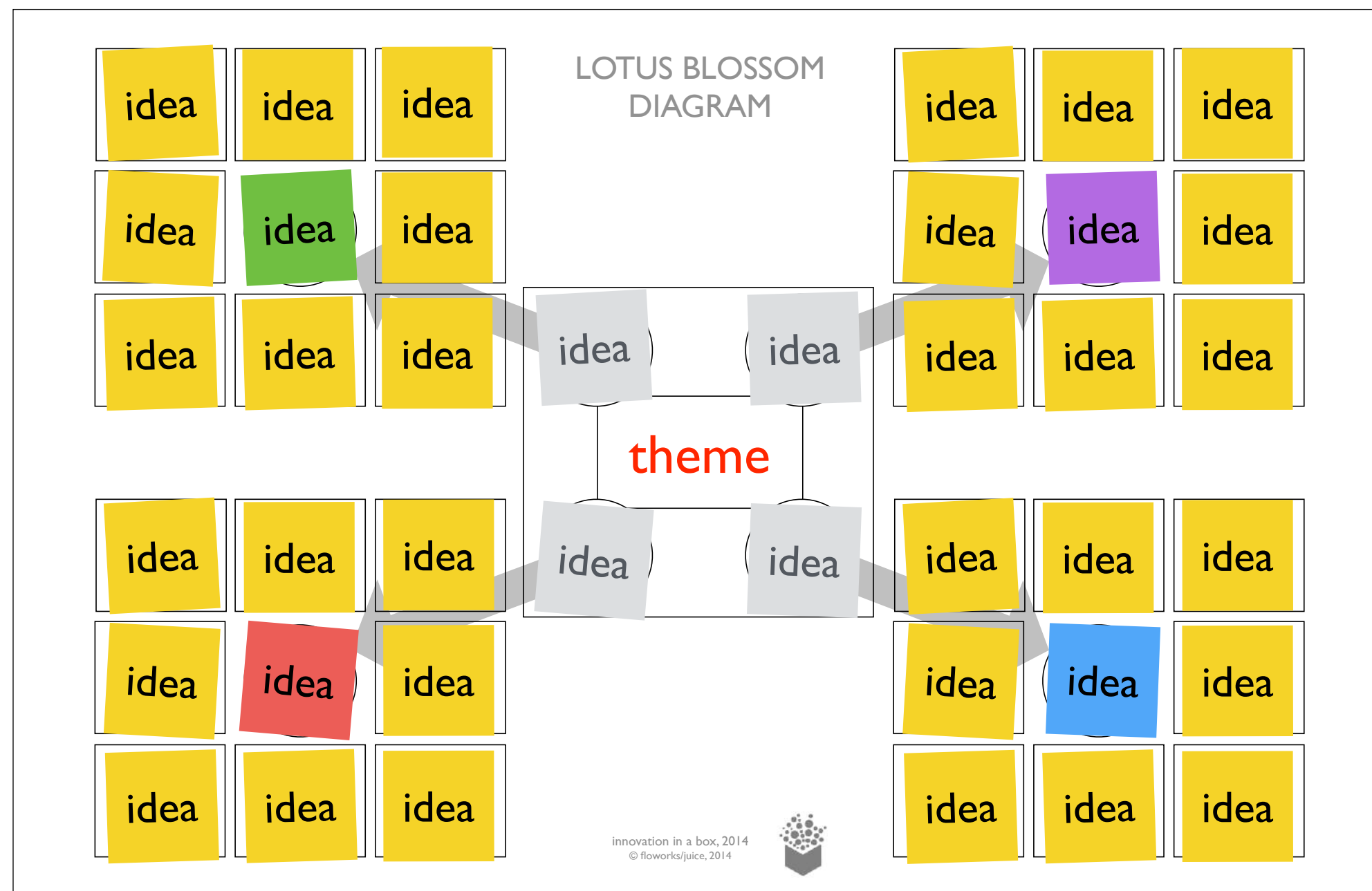
Lotus Blossom Diagram

A more structured variant of *mind-mapping*, a Lotus Blossom begins with a central theme, and then “blossoms” progressively outwards.



Lotus Blossom Diagram

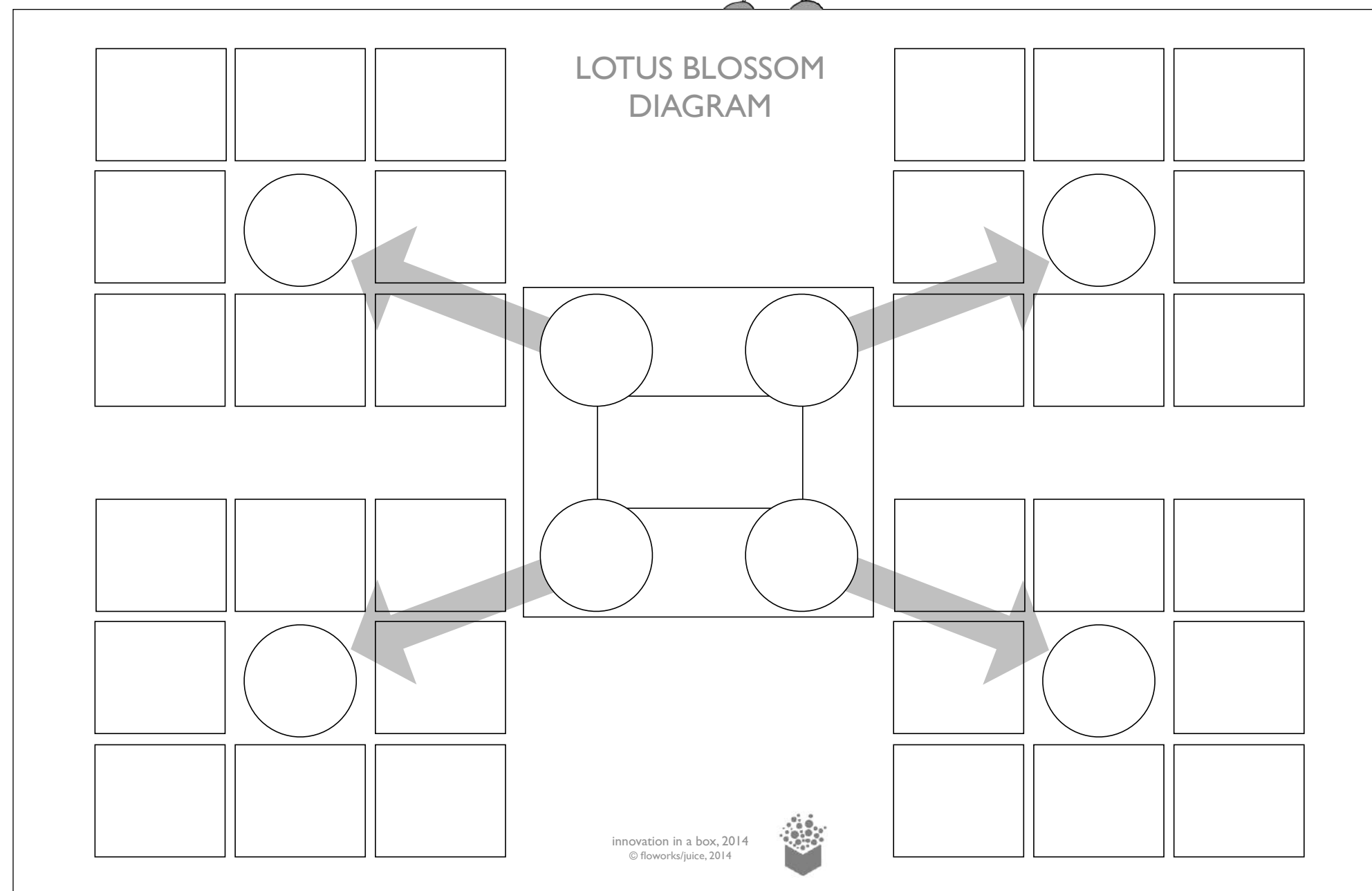
A more structured variant of *mind-mapping*, a Lotus Blossom begins with a central theme, and then “blossoms” progressively outwards.



Lotus Blossom Diagram

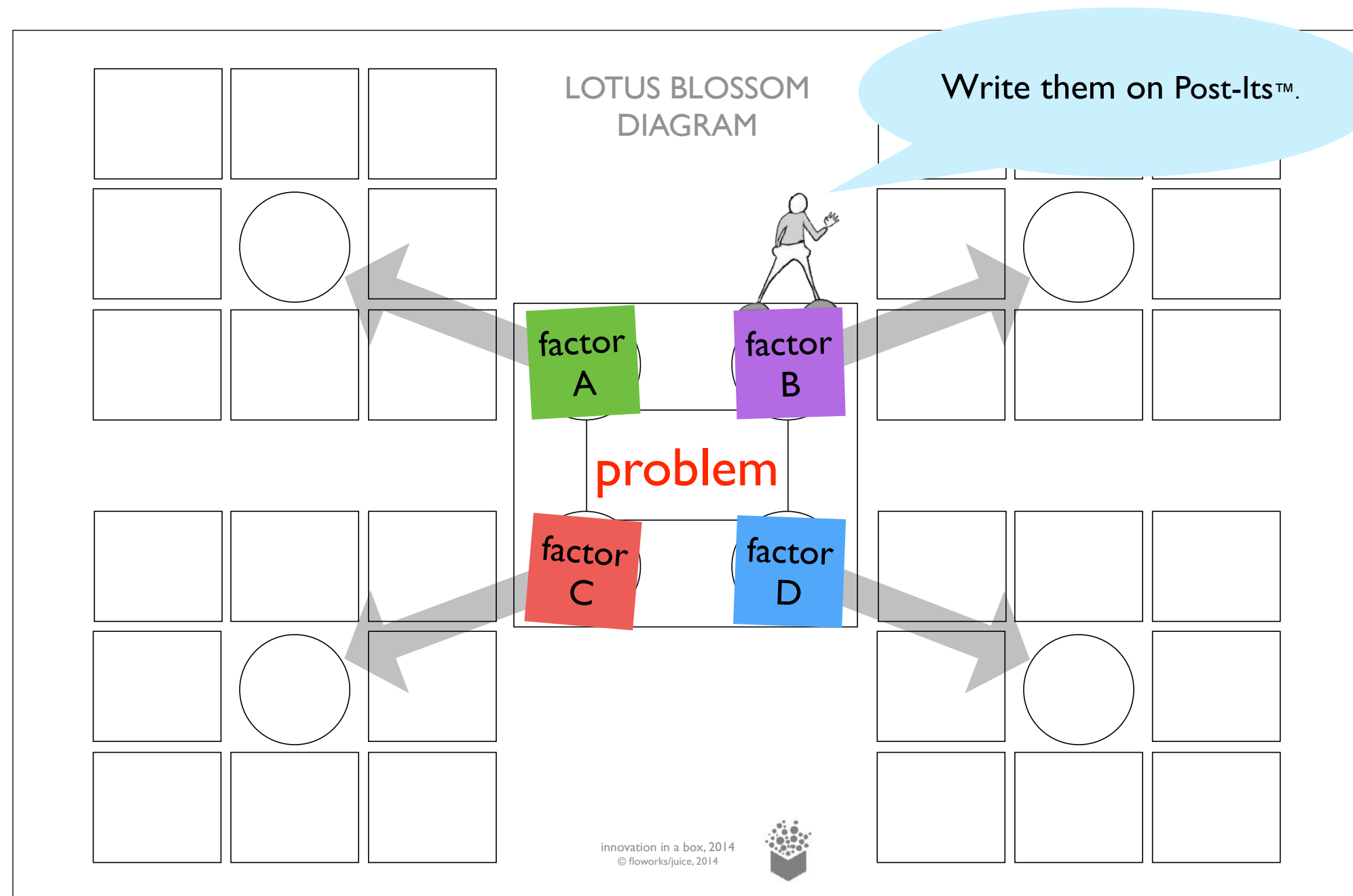
A real advantage is that it can be used for both *Investigation* and *Ideation*.

We'll look at each!



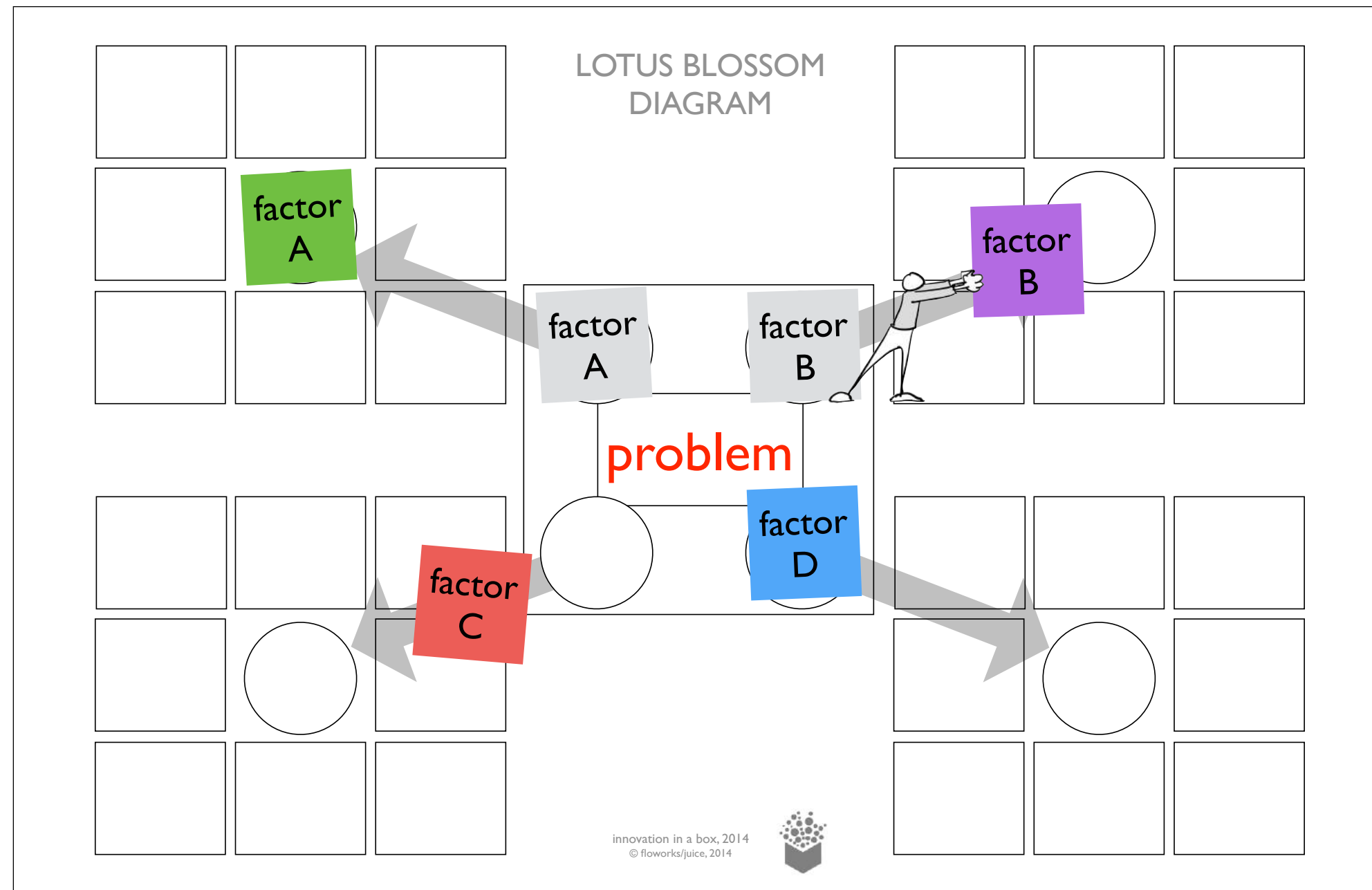
Investigation

Write the main factors/problems that you want to investigate, in circles A, B, C, D (e.g. People, Processes, Resources, Technology, etc).



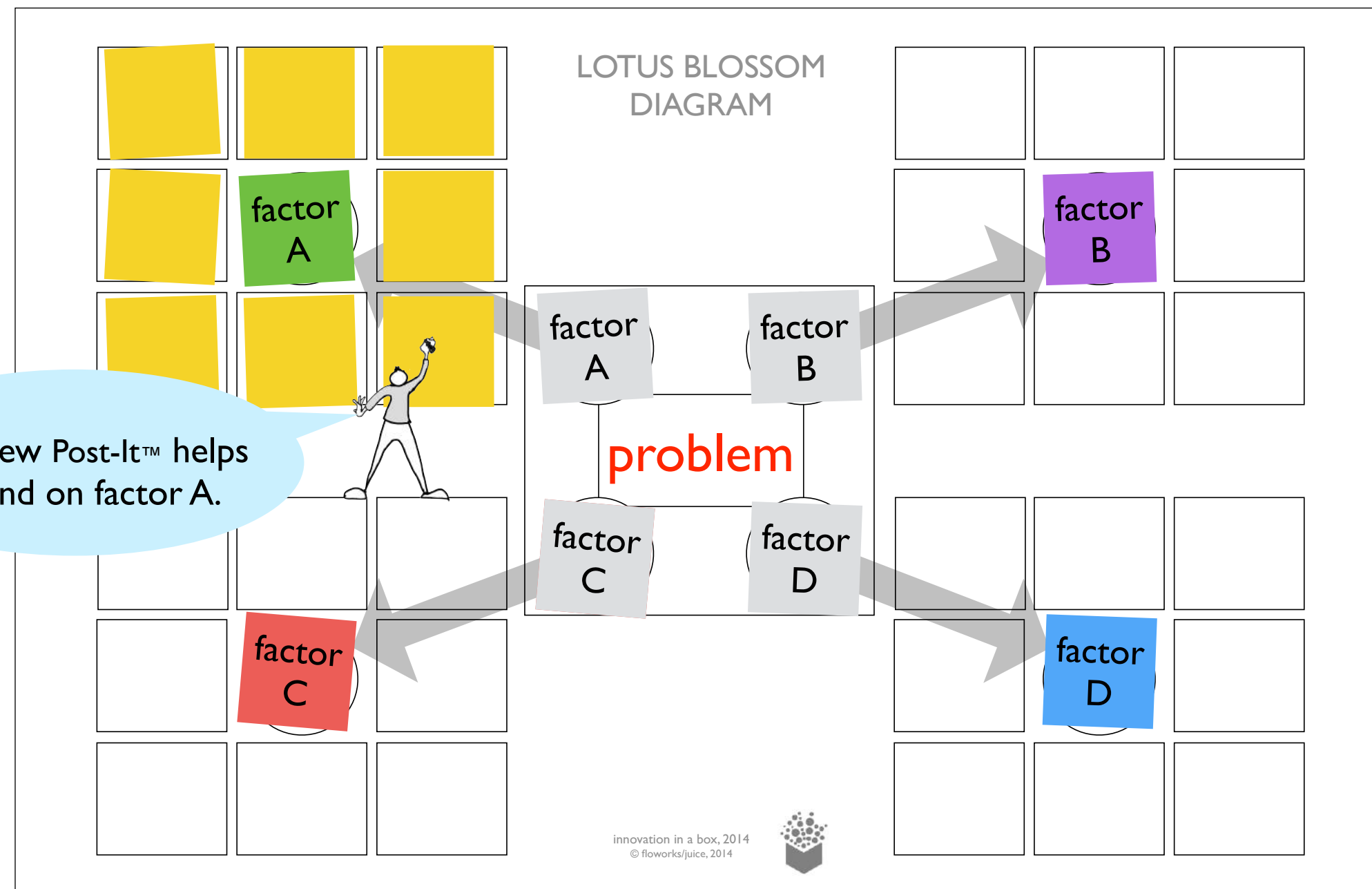
Investigation

Transfer the factors from the interior circles to the outside circles.



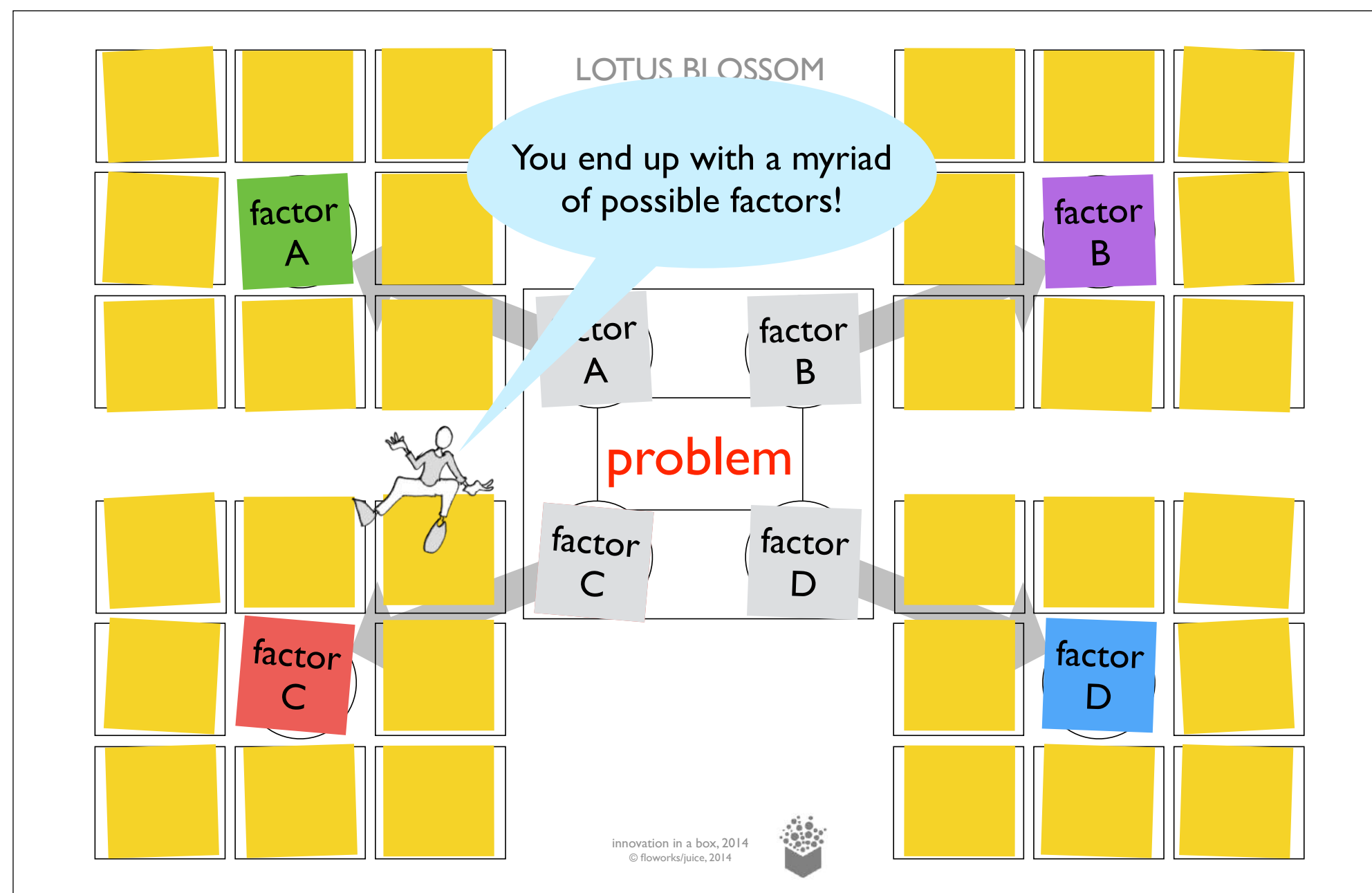
Investigation

Transfer the factors from the interior circles to the outside circles.



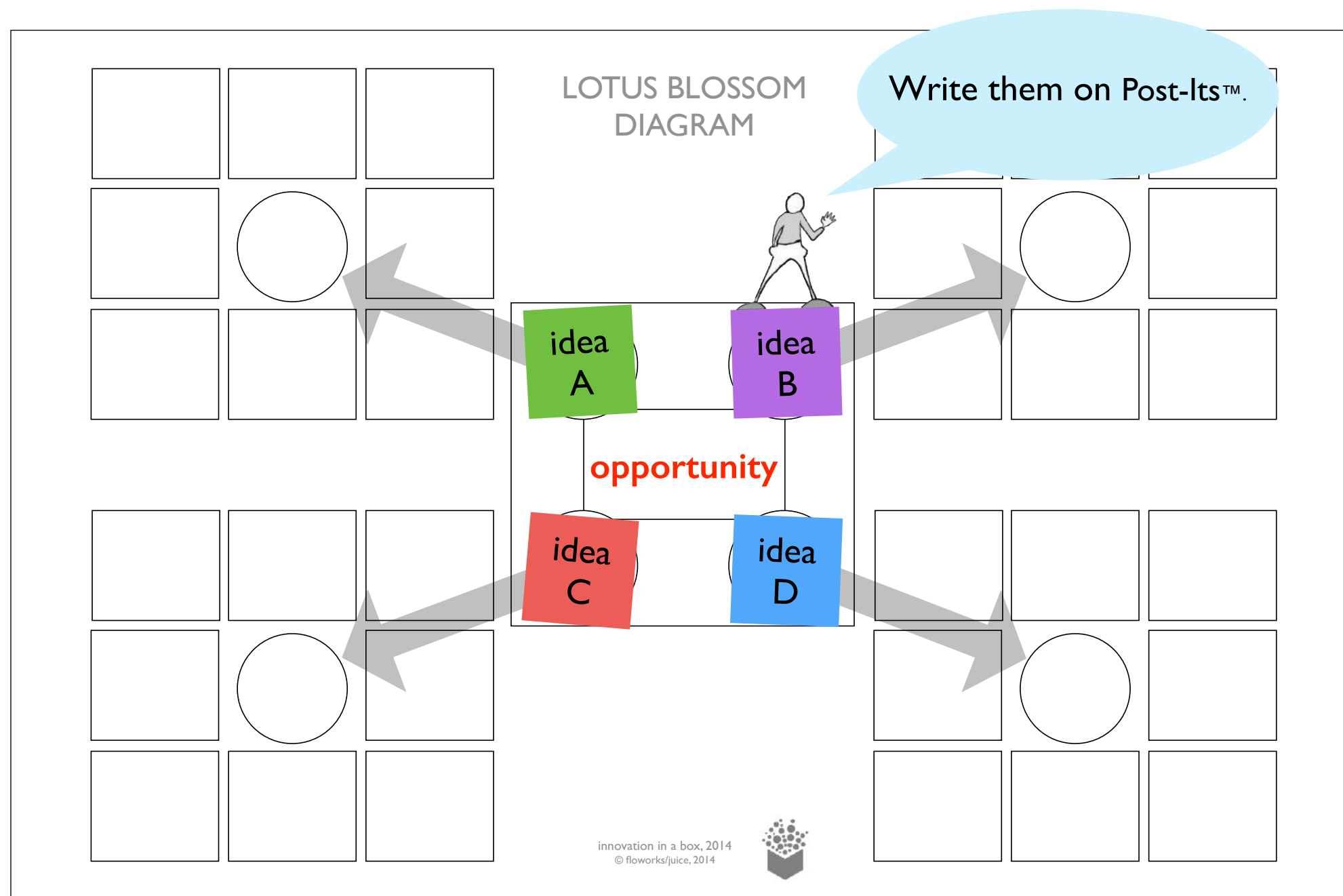
Investigation

Transfer the factors from the interior circles to the outside circles.



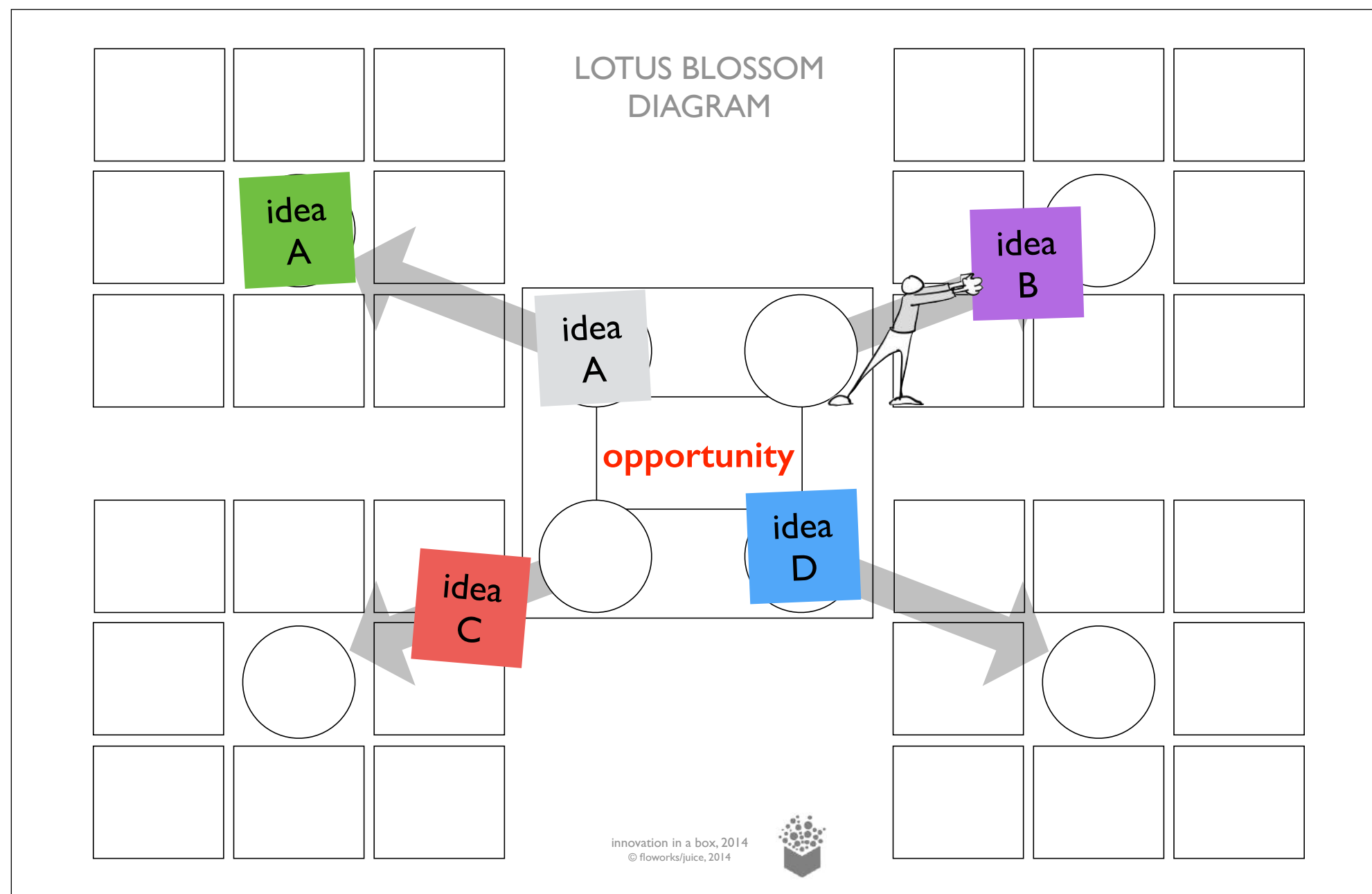
Ideation

Write your first round of ideas in circles A, B, C, D.



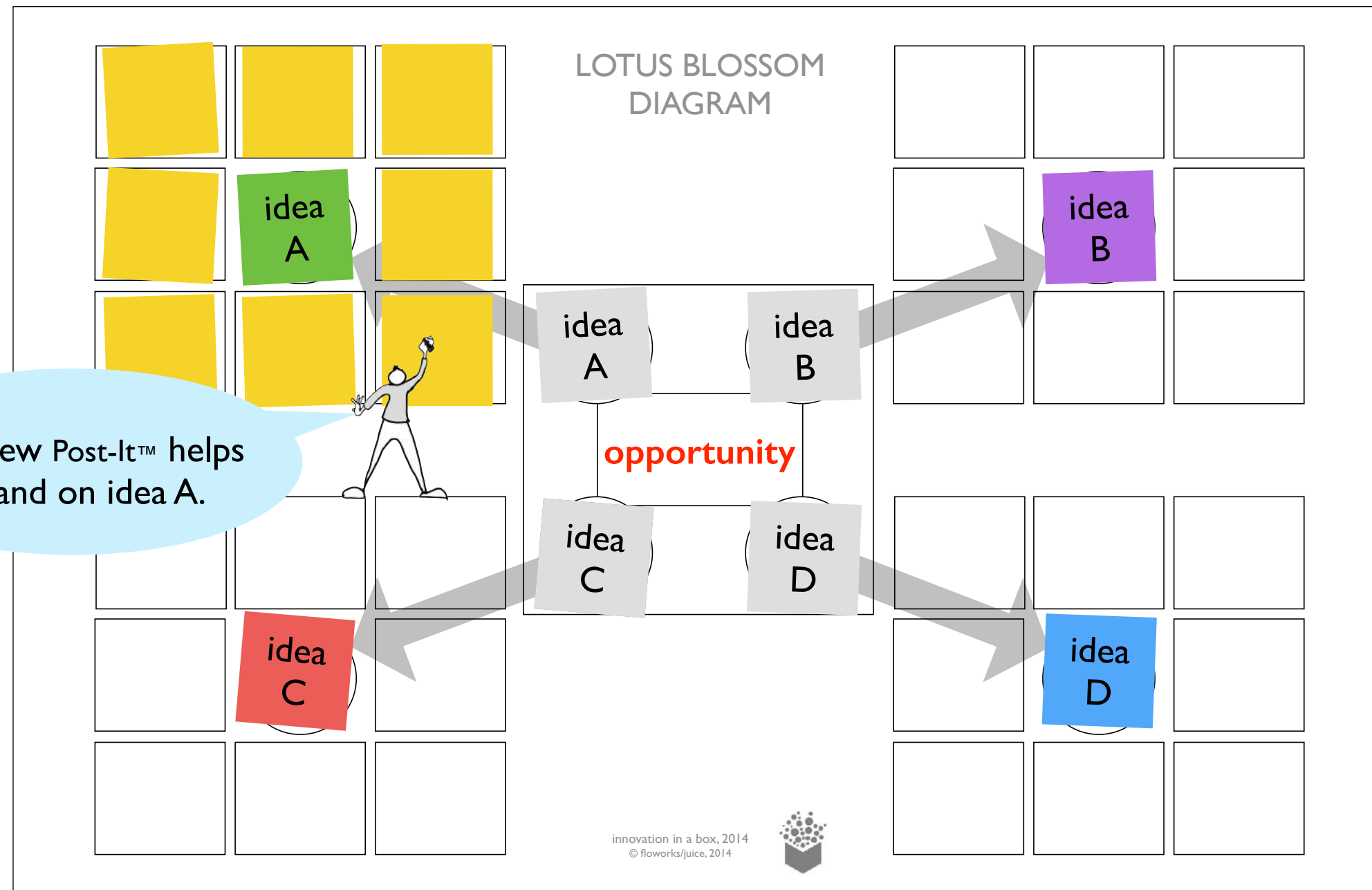
Ideation

Transfer the ideas from the interior circles to the outside circles.



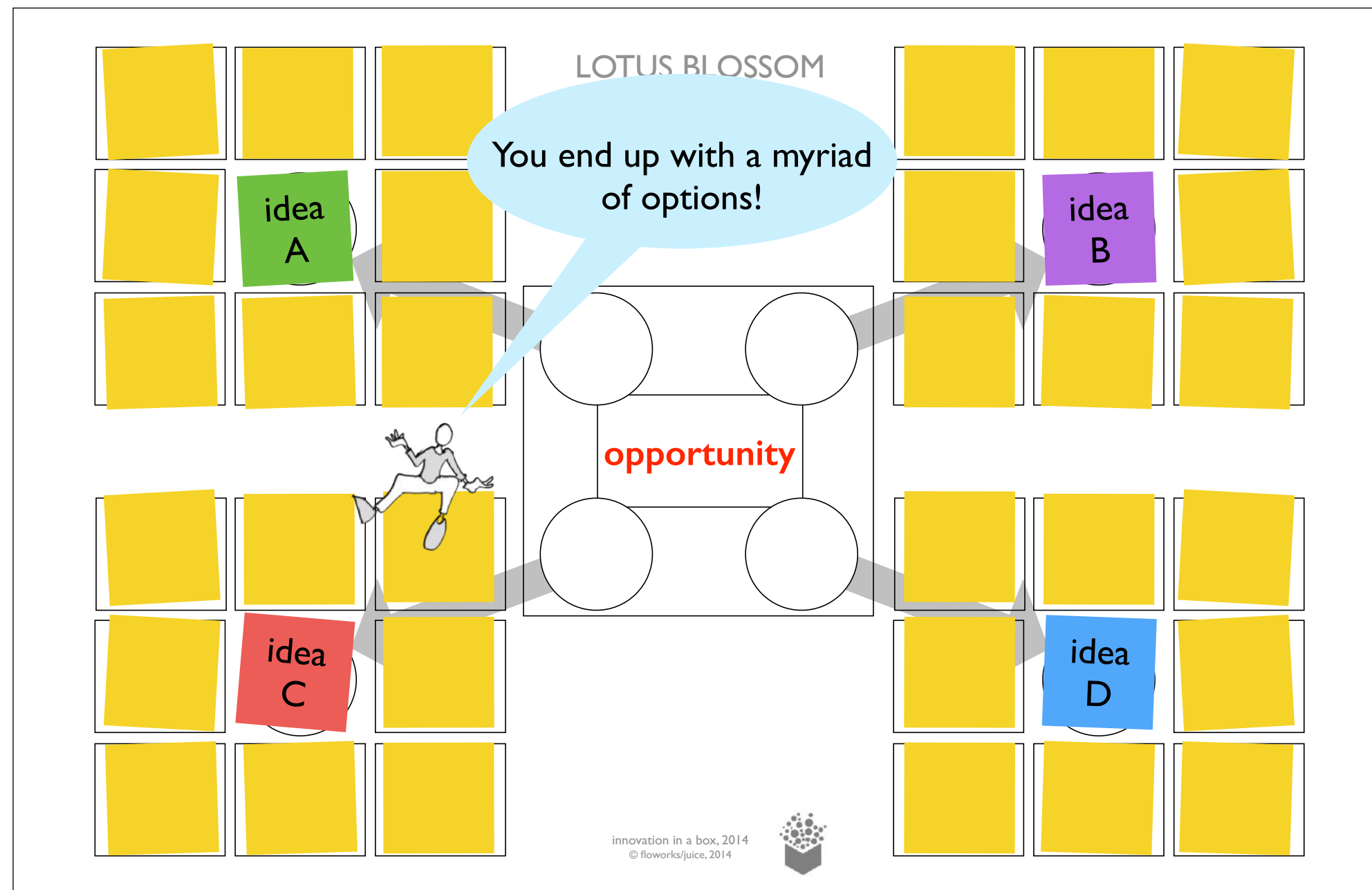
Ideation

The ideas in the outside circles become the catalysts for fresh ideas.



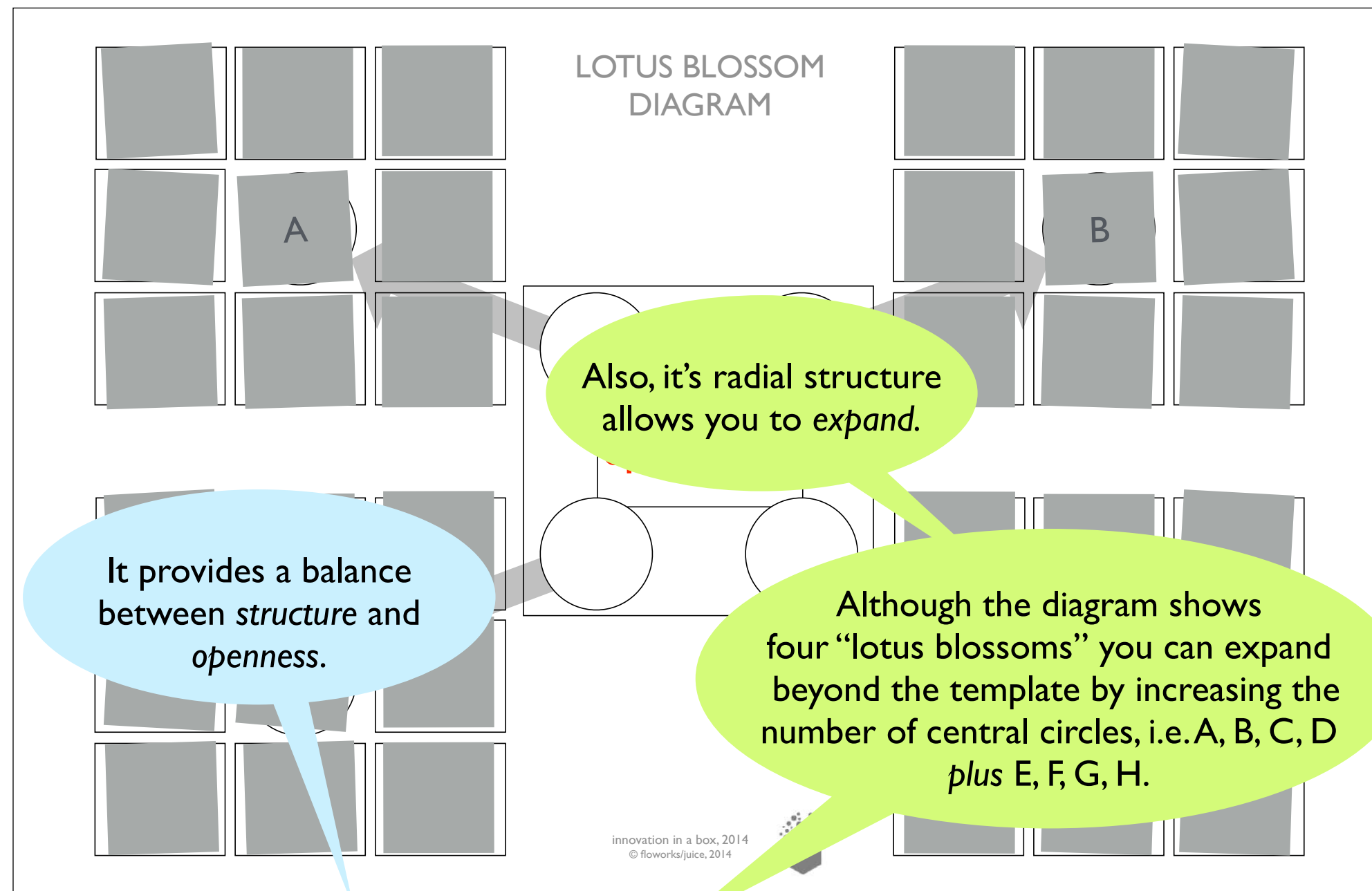
Ideation

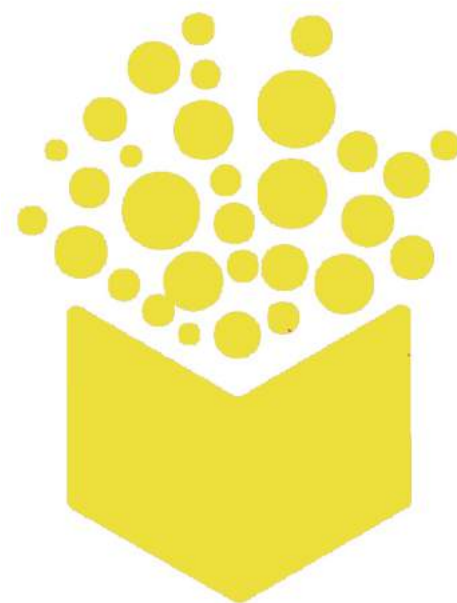
The ideas in the outside circles become the catalysts for fresh ideas.



Lotus Blossom Diagrams

Some benefits...





innovation in a **BOX**TM

We hope you find this innovation tool valuable, and we'd love to hear your stories of where you've put it to use.