The Nominal Group Technique as a Needs Assessment Tool
Learning Objectives

Individuals will learn the fundamentals of the nominal group technique and how to utilize the needs assessment approach.

Individuals will be involved as active participants in a nominal group technique and learn how to implement the method to improve farmer-driven extension systems.
Nominal Group Technique

The nominal group technique uses a discussion among participants to reach a consensus. It is very structured and elicits participant responses in writing.

The nominal group technique is used to address ranking needs when challenges identifying those needs arise.

A nominal group technique may be used with other needs assessment approaches in order to build and offer a comprehensive needs assessment.

A nominal group technique always seeks to answer one question. Any other question needing recommendations should be addressed in another meeting.

Fox (1989)
Nominal Group Technique

Four Steps to Lead a Nominal Group Technique

1. Facilitator generates ideas by presenting a problem to a group. Each participant writes ideas or statements without talking or working with another individual.

Moore & Klingborg (2007)
Nominal Group Technique

Four Steps to Lead a Nominal Group Technique

2. When each participant is finished writing their ideas, then participants share their ideas with the facilitator. The facilitator writes each participant’s idea on a chalkboard, marker board, or flip chart for everyone to see. The facilitator does not stop until each participant’s idea has been recorded.

Moore & Klingborg (2007)
Nominal Group Technique

Four Steps to Lead a Nominal Group Technique

3. Each participant idea is discussed to assess clarity and significance. The facilitator gives the group an opportunity to asks questions about the idea for clarification. The author of the idea does not need to explain the idea to the group. The entire group can and may provide clarification about the respective idea.

Moore & Klingborg (2007)
Nominal Group Technique

Four Steps to Lead a Nominal Group Technique

4. Participants hold a private vote in order to rank the ideas on a sheet of paper. Each participant selects the five most important ideas and ranks each 1, 2, 3, 4, or 5. The facilitator collects the sheets of paper, adds the votes and identifies the ideas that are ranked highest by participants. The facilitator shows the ranking on the chalkboard, marker board or flip chart.

Moore & Klingborg (2007)
Nominal Group Technique

Activity: Nominal Group Technique
Nominal Group Technique

Strengths

1. Reduces the power of the discussion by a single participant
2. Motivates all individuals to participate in the discussion
3. Provides prioritized recommendations to program planners

Fox (1989)
Nominal Group Technique

Weaknesses

1. Can require extensive preparation
2. A single topic meeting
3. Minimizes discussion and can be less stimulating than other group needs assessment approaches.

Moore (1987)
What is the Difference

Nominal Group versus Advisory Committees

What is the difference between the nominal group technique and advisory committees as needs assessment tools?
Evaluation

What are the benefits of a nominal group technique?

Identify the four steps involved in a nominal group technique.

How would you utilize a nominal group technique in your community to understand local needs?
References


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