

# Conversation Mapping to Develop Core Concepts

Conversation Mapping  
to develop Core Concepts

Bruce  
McKenzie

- Quickly tapping + building on our collective experience
- Build appreciation for the complexity of words
- Accelerate knowledge + perspective sharing
- Change our minds quietly without anyone knowing

6-8 in each group

± 7 minutes at each "round"

± 15 minutes as a tea of investigative journalists

Standing

Themes  
Patterns  
Emergent ideas

5 tables in a room

