

25/10 Crowdsourcing

Standard Work Instructions (30 mins)

Purpose: *Rapidly generate and sift the group's most powerful actionable ideas.*

Materials:

- Open space for participants to move around
- Index cards (one per participant)
- Pens or markers
- Timer/music system
- Microphone
- Symposium Board for posting ideas

Process:

1. Setup and Idea Generation (5 min)

- a. Facilitator explains exercise and prompt (1 min):

"If we were 10 times bolder, what should we do?"

- b. Participants take 2 minutes of "introvert time" to write ONE bold idea on one side of their index card
- c. Briefly explain scoring system and card exchange process (2 min)

2. Card Exchange and Scoring Rounds (15 min)

Repeat the following 5 times (3 min each round):

- a. Participants walk around, exchanging cards
- b. When music stops, share current card with someone nearby (1 min)
- c. Individually score the card: 5 = Really good, must do idea, 1 = Not at this time
- d. Write score on the back of the card

3. Final Scoring (2 min)

- a. Add the five scores on the back of the final card
- b. Transfer total score to the front of the index card

4. Identify Top Ideas (6 min)

- a. Countdown from 25, identifying top ten scoring cards
- b. Each holder of a top card reads the idea into the mic
- c. Post cards on Symposium Board in descending order

5. Wrap-up (2 min)

- a. Invite participants to post similar or compatible cards in line with high scorers
- b. Collect all remaining cards for later analysis

Key Points for Facilitator:

- Keep a brisk pace to fit all rounds within the time limit
- Ensure clear understanding of the scoring system
- Encourage quick movements during card exchanges
- Maintain energy with upbeat music during exchanges

Post-Exercise (offline):

- Affinitize remaining cards
- Take pictures of grouped cards
- Consider feeding data into AI for further analysis
- Calculate total group scores

Total Time: 30 minutes

Note: This compressed timeline means participants will need to move quickly. Emphasize the need for brevity in idea sharing and quick decision-making in scoring.

Reference: <https://www.liberatingstructures.com/12-2510-crowd-sourcing/>