A Practitioners Guide to Co-Creation

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IIEX – AUSTIN, TX
The Current Reality is That Most Products Fail

- Harvard B-School Professor Clayton Christensen recently put the number of new product failures at 95%

- Knowing that the vast majority of new products continue to fail, it seems that weaving customer insights into your decision making would lead to more successful products.
Ay, But There’s the Rub

• While weaving together insights of the crowd is intuitively appealing, the reality is that the extracting the wisdom of the crowd is far from easy.
In-Person Brainstorming Is a Waste of Time

A review of over 800 teams indicated that individuals are more likely to generate original ideas when they don’t interact with others.

- **Social loafing**: There’s a tendency – also known as free riding – for people to make less of an effort when they are working in teams than alone.

- **Social anxiety**: People worry about other team members’ views of their ideas. This is also referred to as **evaluation apprehension**.

- **Regression to the mean**: The process of downward adjustment whereby the most talented group members end up matching the performance of their less talented counterparts.

- **Production blocking**: No matter how large the group, individuals can only express a single idea at one time if they want other group members to hear them.

*Harvard Business Review March 2016*
Is The Crowd Wise or Mad?

**Madness of Crowds**

*Men, it has been well said, think in herds...they go mad in herds, while they only recover their senses slowly, and one by one.*

**Wisdom of Crowds**

*Diversity and independence are important because the best collective decisions are the product of disagreement and contest, not consensus or compromise.*

*Or are they both?*
Wisdom Can Descend into Madness

Crowd Wisdom works when people’s mistakes are haphazard and uncorrelated

Consensus becomes the enemy of innovation and diversity
As folks get more info about each other’s ideas, the range of ideas gets narrower

Once people start talking, arguing and persuading each other, crowds turn into herds and the magic disappears

Group dynamics favors consensus
Diversity Suffers
Kumbaya Leads to Kaboom!

- The search for common ground, consensus building strips the diversity of our thinking

- Idea Building *implodes* for the sake of the Consensus

- What was once the Wisdom of Crowds, a virtual cornucopia of rich, diverse, fertile ideas collapses into consensus building

- A.K.A. The Big Crunch
Our Challenge is to encourage divergent ideation before moving to synthesis and consensus.
Let’s put these theories into practice and co-create the ultimate insight conference.

It’s Time for CrowdWeaving!

1. Ideation
2. Collaboration
3. Synthesis

Workshop Agenda
Meet Your CrowdWeaving Practitioner... And Her CrowdWeaving Assistant...
The methodology allows you to innovate new product/service ideas with greater confidence.
CrowdWeaving™ Methodology

IDEATE

COLLABORATE

EVALUATE
CrowdWeaving™ Methodology

IDEATE

COLLABORATE

EVALUATE
CrowdWeaving™ Methodology

IDEATE

COLLABORATE

EVALUATE
Participant Experience Differs from Client Experience

For the client, the key themes and elements are most important.

**Ideation:**
- **Challenge** generates ideas
- KLC Curators identify themes, elements, needs & behaviors

**Collaboration:**
- **Refine** and expand top ideas
- KLC Curators act as liaison between client and customer to synthesize results, determine top ideas

**Evaluation:**
- Identify key themes, elements, recommendations; ideas for new products and services
- KLC Curators distill, validate ideas

For the participant, the Challenge is a game.

**Round 1:**
- Participants generate ideas
- Earn points for posting ideas

**Round 2:**
- Make recommendations for improvement
- Vote for favorite ideas, rank in order of favorites
- Earn points for voting/ranking, AND collaborating to improve ideas
- Top 10 ideas earn bonus points

**Final Round:**
- Top ranked ideas advance, refined for final review
- Earn points for voting in final review
- Winner earns bonus points

For the IIeX Challenge this means... PRIZES!!!!!!!! For you!!!!
### Challenge Rules: Participant Experience

<table>
<thead>
<tr>
<th>Round 1</th>
<th>Round 2</th>
<th>Round 3</th>
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</thead>
<tbody>
<tr>
<td>Typical Challenge</td>
<td>IleX Challenge</td>
<td></td>
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<tr>
<td>• Participants presented with Challenge online, and have 3-5 days to ideate</td>
<td>• <strong>You have 10 minutes to work with your table mates to come up with your solution to the Challenge</strong></td>
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<td>• Ideas are masked – participants can’t see others’ ideas until they post theirs</td>
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<tr>
<td>• Typically 75-100 ideas generated</td>
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<tr>
<td>• Collaboration takes place online; participants are encouraged over the span of 3-5 days to work together to build upon each others’ ideas</td>
<td>• <strong>For the sake of time, we will do collaboration and voting together</strong></td>
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</tr>
<tr>
<td>• Participants can comment on as many or few ideas as they want</td>
<td>• <strong>You have 10 minutes to review the ideas posted, choose your favorites, and collaborate on them</strong></td>
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<tr>
<td>• Participants can vote online for their favorite ideas, rank them in order of preference</td>
<td>• Then rank your favorite ideas in order of which you think offers the best solution to the Challenge</td>
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<tr>
<td>• There’s also a wallet option, to see how much value participants place on some ideas</td>
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</table>
Access CrowdWeaving Demo:

1. Go to KLC Demo Site
   klcommunicationscommunityplatform.com

2. Logins are at your table – take one and log in!

NOTE: the site is optimized for mobile web, so if you don't have a laptop you can use your Smartphone!
Post Idea:

1. Go to CrowdWeaving page – just click on the link from the homepage

2. Click on the Create New Idea button
   - Add Idea Name
   - Add Brief Description
   - Add Body of Idea

3. Click Submit Idea
See how your idea fares:
Think about this conference for a minute – the different workshops, sessions and showcases; your reasons for attending; what you’ve learned so far; how well your expectations are being met.

Think about other conferences too – the good, the bad and the ugly. Really, think about all you’ve experienced and draw on that to come up with some new and exciting ways to make the next IIeX even better. The sky’s the limit!

Now, with this in mind…. Let’s get to your Challenge:

Based on your needs, **design the Ideal IIeX Conference Experience!**

Your goal is to present ideas for a new and exciting IIeX Conference experience – something that could ultimately become the model for CONFERENCES of the FUTURE.

As you design your ideal conference experience, here are some questions to help guide you:

- Describe your idea with as much detail as possible.
  - Where did you get the inspiration for this idea?
  - How would this better meet the needs of attendees? Presenters? Sponsors?
  - What makes this idea unique? How is it different from the current conference model?

**NOTE:** Please NAME your idea, so it’s easy to identify it during Collaboration and Evaluation
Collaborate/Add Ideas to Favorite List:

1: If you like the idea, add it to Favorites List

2: Add Comment to explain why it’s a strong idea, and add suggestions for improvement

3: Move on to the next idea
Rank Favorite Ideas:

1: Click Yellow Button
2: Drag Unranked Ideas to Ranked Column; then drag into order of preference
3: Save Changes
Personalized recommendations on what workshops to attend based on job and/or interest

Either by scanning social networks (e.g. LinkedIn) or quick survey.
Synthesis of Results
What do you think of CrowdWeaving?

Is this different?

What have you done that’s similar?

Is this something you would consider?

Etc.
Moral of our Story

• Infusing customer inspiration into your ideation process will capture both the spark and the structure for new knowledge flows.
Knowledge Flows Are the Key to Innovation

- The proprietary advantage of knowledge stocks (e.g. patents) are depreciating at an accelerating rate.

- The key source of economic value shifts from stocks to flows.

- The companies that create the most value in the future, will be the ones that find diverse knowledge flows that can refresh knowledge stocks at an accelerating rate.

  John Hagel / Deloitte’s Center for the Edge
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