Crowdsourcing- Discover the Power!

What is crowdsourcing?

Crowd + **Outsourcing**
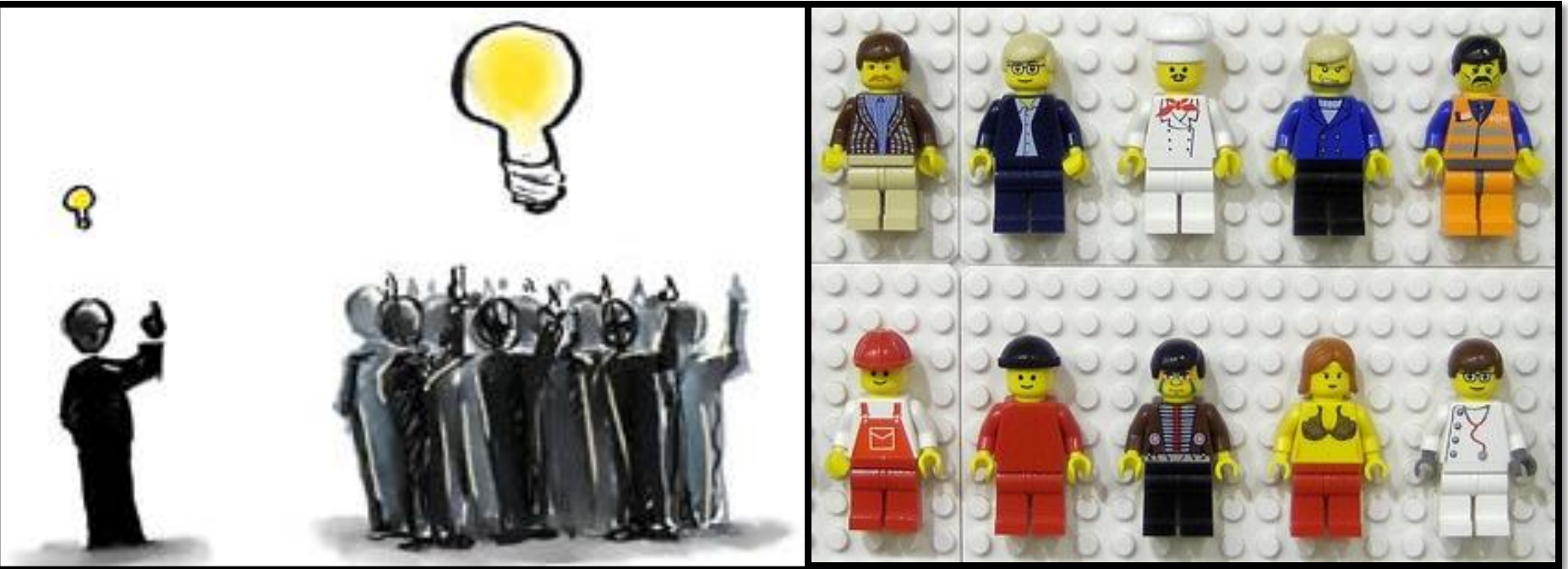
Crowdsourcing is an invitation to all people in the crowd to create, discuss, refine and rank meaningful ideas or tasks or contributions via the web.

The crowd is essentially external to the organization.

Crowdsourcing isn't about gathering a flock...

… it's about leveraging a group of uniquely talented individuals


- In reality there is no crowd doing the work, rather a variety of individuals taking on the work at will. Most of them are willing to risk their time and effort for little or no return
- The term "crowdsourcing" was coined by Jeff Howe of Wired magazine in 2006, has emerged and evolved into the internet landscape
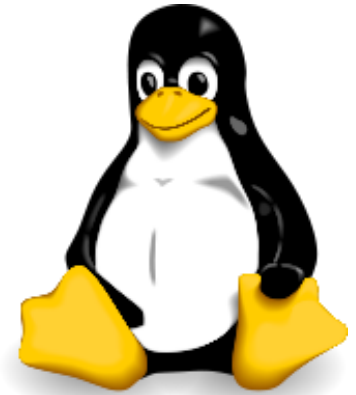
Have you notice the power of crowd lately?
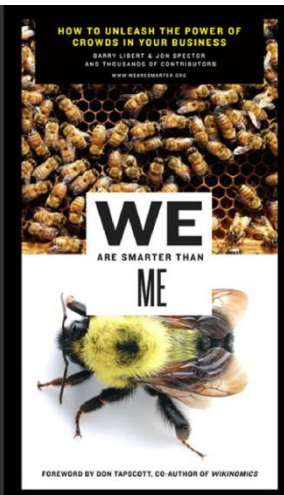
Written entire books and suspense thrillers
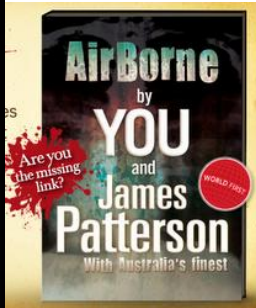
Managed an entire Customer support of a Mobile company

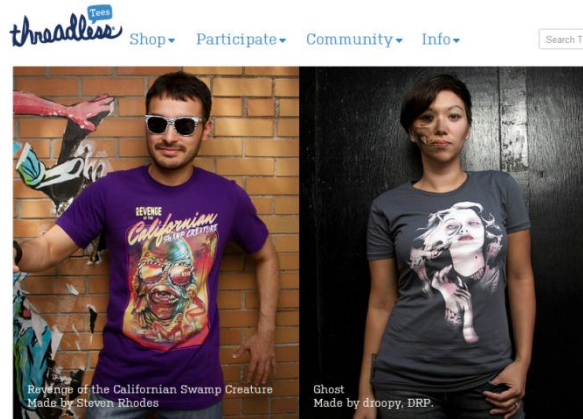An OS that is created and constantly updated by the crowd

Play Chess against a world Champion

Classified the entire Universe

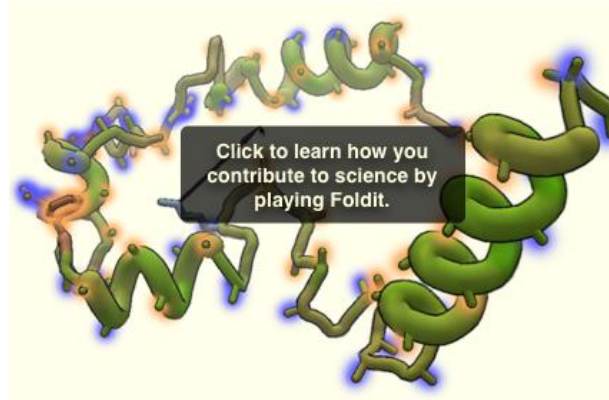# Have you noticed the power of crowd lately?

Run an entire Online Business where buyers are also designers of product

Solve Puzzles of Science and help unfold mysteries of Cellular biology

Help Discover and Understand Bio Mapping / Emotion Mapping of people

An entire Multilingual Internet Encyclopedia

Contribute to running a investment portfolio of a mutual fund

And many more examples around us

Successful corporate crowdsourcing initiatives

Fiat Mio - create a car

Gather ideas from public for a new concept car.
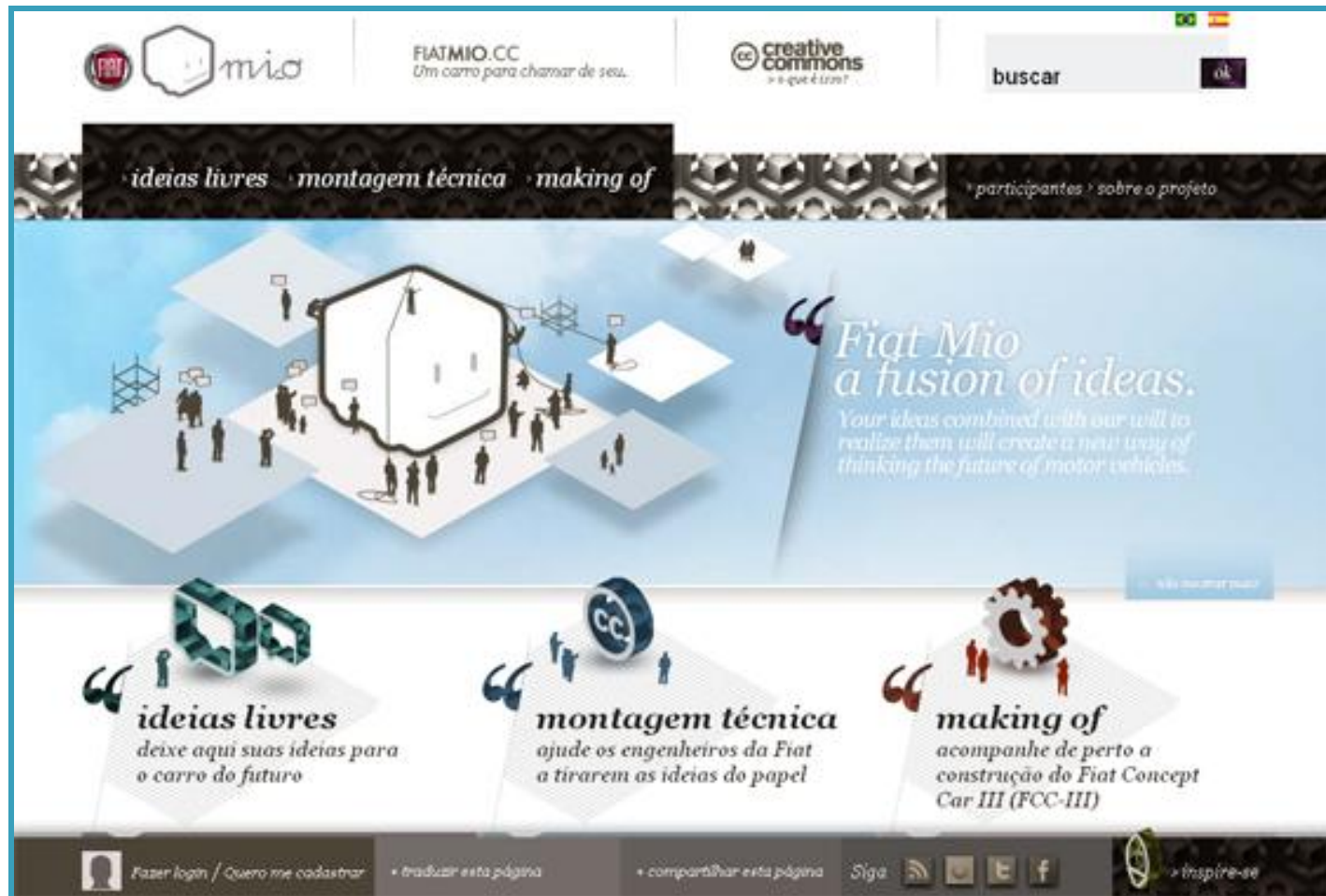
Open Innovation Sara Lee - open innovation portal of Sara Lee

Creates open network that links broad bases of knowledge to better serve consumer and customer needs.

My Startbucks Idea - shaping the future of Starbucks

A Website to share, vote, discuss ideas and see them in action.

Crowdsourcing 101

The Crowdsourcing Landscape

Crowdfunding
Financial contributions from online investors, sponsors or donors to fund for-profit or non-profit initiatives or enterprises.

Tools
Applications, platforms and tools that support collaboration, communication and sharing among distributed groups of people.

Cloud Labor
Leveraging of a distributed virtual labor pool, available on-demand to fulfill a range of tasks from simple to complex.

Civic Engagement
Collective actions that address issues of public concern.

Collective Knowledge
Development of knowledge assets or information resources from a distributed pool of contributors.

Collective Creativity
Tapping of creative talent pools to design and develop original art, media or content.

Community Building
Development of communities through active engagement of individuals who share common passions, beliefs or interests.

Open Innovation
Use of sources outside of the entity or group to generate, develop and implement ideas.

Who can use crowdsourcing?

Startups	Established Corporate	Groups
Governments	Non Profit organizations	Individuals

And just about any organization that needs resources engagement and ideas…

When to use Crowd sourcing?

When you need Knowledge & Information

Collective Knowledge

When you need Money/ funding support

Crowd Funding

When you need work force to complete tasks or organize things

Crowd labour

When you want to choose the best work (Creative's and content)

Crowd creativity

When you need Opinions

Crowd Reviews

When you need to generate innovative ideas

Open-innovation

When you want to create something together

Co - Creation

When you need support for your cause

Civic Engagement

- The crowds either **create** or **contribute** or help **decide /**aid decision making
- "We" are better than "Me" and "We" are smarter than "Me"

Why should an organization look at crowdsourcing?

Business

Reduces cost

Reduces go to market time

Easy access to Resources

Increased Efficiency
De- centralization of tasks

Marketing

Good word of mouth

Brand equity & reputation

Pipelines of prospects & referrals

More website traffic

More audience engagement

Crowdsourcing

Innovation

More Thinking heads – More ideas

Fresher perspective

Talent access

Co creating value – open ideas

Human

Creating stakeholders

"**You are Listening**"

"**Responsive Organization**"

Community & belongingness

- The four sides of crowdsourcing benefits are intrinsic to the value driven by crowd

The Building Blocks of Crowdsourcing

Understanding the Crowd and what brings them together

The Building blocks of crowd

Who are these people?

How

What

Is it being done?

Is being accomplished?

Why

Do the crowd come together?
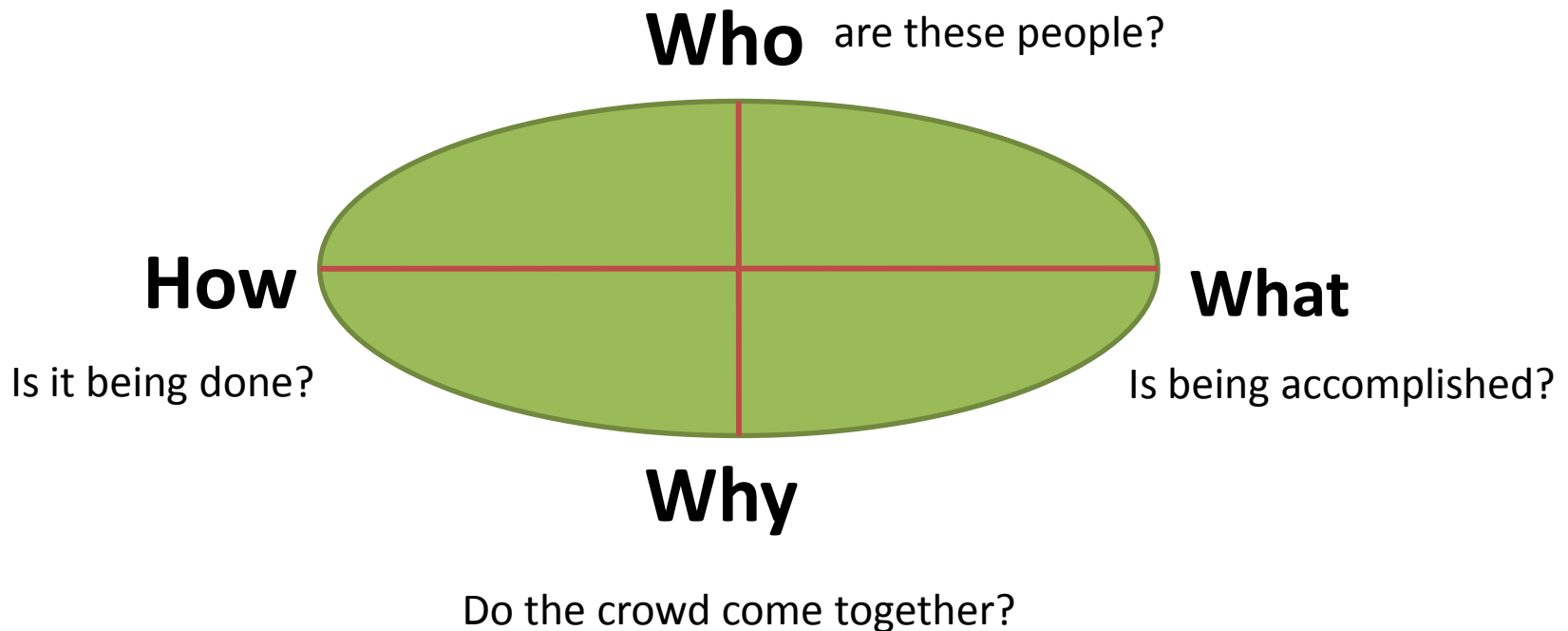
Who are the people in the crowd?

The Connectors
Highly sociable people who have a large circle of friends and a strong influence

The Salesmen
Highly persuasive and communicative individuals

The Mavens
Intelligence and information specialists

- **Common Belief:** The crowd is dispersed, has a short attention span and is full of specialists
- The connectors spread the word, The salesman pursue to participate and the Mavens provide that "Special" value
- More often than not they are your existing , prospective customers or influencers

Why do they come together?

Rewards	Recognition	Connections	Money

Autonomy	No Hierarchy	Belongingness	Collective Learning
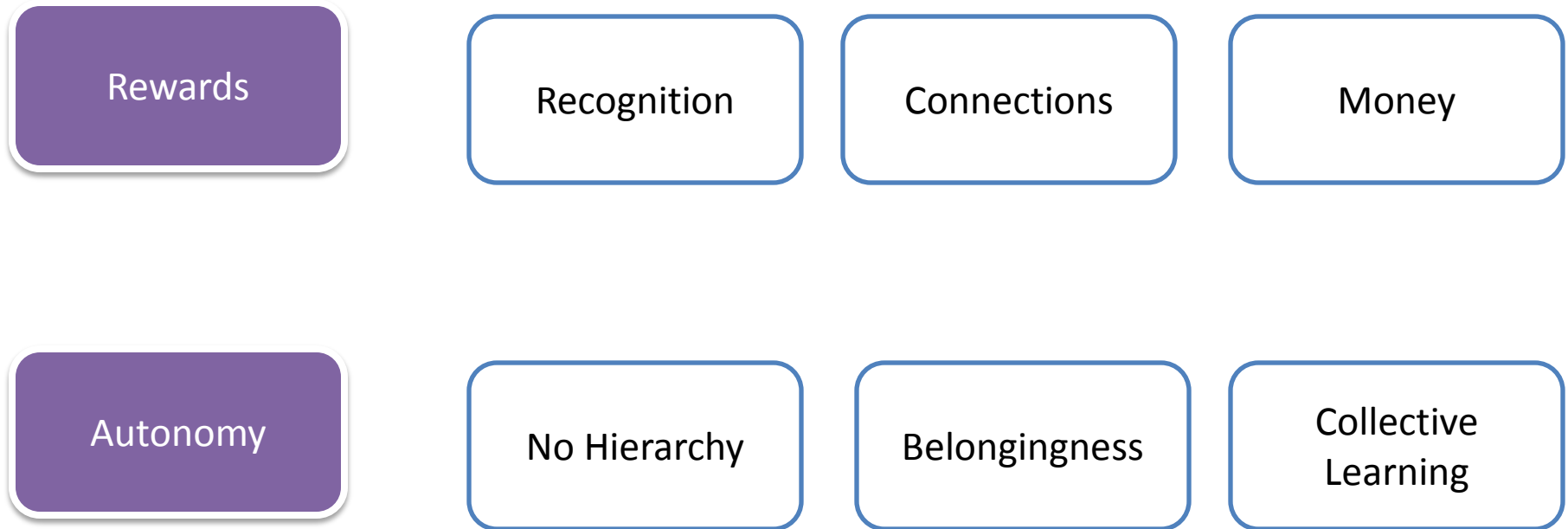
- Money is not necessarily the motivation all the time, its usually the love , Glory and recognition most of the times

How does crowdsourcing work?

Tasks/Contribution	Independent	Dependent
Create	Collection •Contest	Collaboration
Decide	Individual Decisions •Markets •Social networks	Group Decisions • Voting • Consensus • Averaging

- Tasks and individual contribution are the key genomes

The Linux Example

Linux				
Tasks/Contribution	What	Who	Why	How
Create	New Software modules	Crowd	Money Recognition Belongingness	Collaboration
Decide	Which modules warrant inclusion in next release	Linus Travolds & associates	Recognition Belongingness	Hierarchy

The Wikipedia Example

Tasks/ Contribution	Linux				
		What	Who	Why	How
Edit Existing Wikipedia Articles	**Create**	New version of article	Crowd	Recognition Belongingness	Collaboration
	Decide	Whether to keep current version	Crowd	Recognition Belongingness	Consensus
Decide What Wikipedia articles to include	**Create**	New article	Crowd	Recognition Belongingness	Collection
	Decide	Whether to delete (preliminary)	Crowd	Recognition Belongingness	Voting
	Decide	Whether to delete (final)	Administrator	Recognition Belongingness	Hierarchy

How to use crowdsourcing?

Crowd sourcing process

Do & Don't's

Steps involved in Crowdsourcing

Identify the Problem/ Need

Broadcast the problem/ needs online- Right platform

The Crowd Submits solutions

The Crowd & Company review the solutions

Reward the Winning contributors / Solution providers

Organization & Community profit
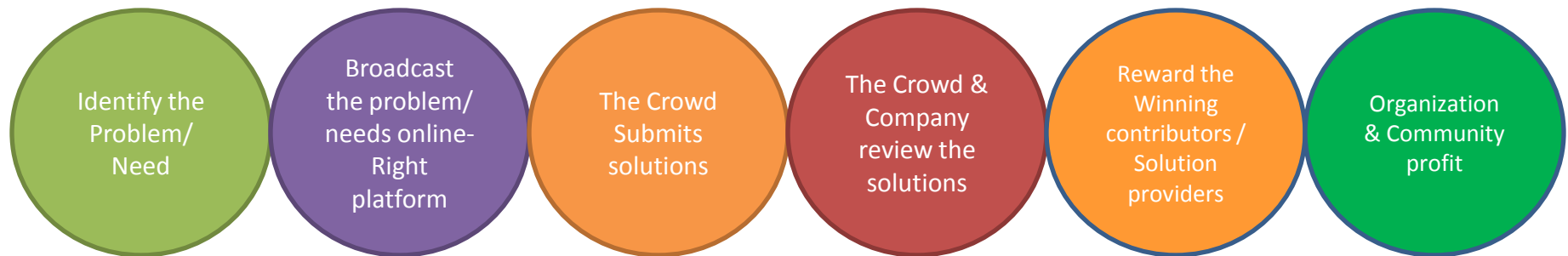
- Six easy steps to initiate crowdsourcing
- However its not all that easy…
- Purpose & Intent – the key initiators of a process

Identifying the need

Manufacturing

- Product Design
- New Product ideas
- Market Research
- Product roll out decision
- Determine pricing
- Streamline processes

Start ups

- Raise Funds
- Co create new products
- Customer support
- Market research
- General Tasks
- Content (blogs, videos, photos)
- Determine pricing
- Communication, Designs & Marketing

IT

- Testing of solutions
- Co Create new ideas
- Manage existing projects
- Micro tasks
- Create Process documentation
- Customer support
- Generate leads
- Market Products globally

Non Profit

- Raise funds
- Generate volunteers
- Tasks & microtasks
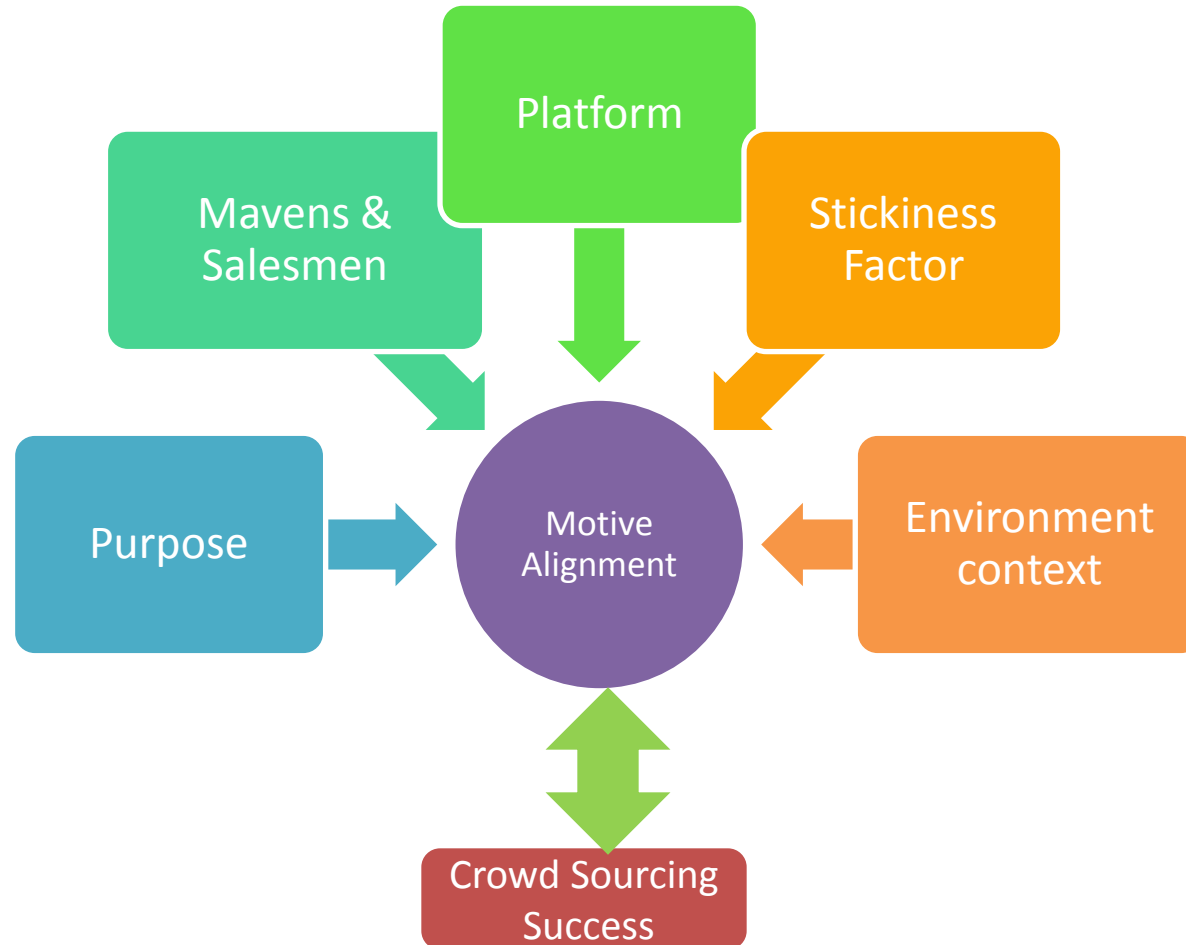- Customer support
- News & Information

R&D organization

- Particiation in R&D initiative
- Data gathering
- Crowdsource tasks
- Co create ideas

Services organization

- Crowdsource Content
- Crowdsource Tasks
- Generate Content
- Digitize docs
- Collect news & information
- Determine pricing

Critical Success factors

- **The purpose**: Should be global and more open – try not to establish brand or company purpose
- **The Platform**: Should be transparent and involving the audience in the entire process.
- **The Mavens & Salesmen**: Provide the thrust to achieve critical mass
- **Stickiness factor**: Makes the crowd come back again & again
- **Environment**: The general mood of the crowd – Stressed, available or transactional…

Dos and Don'ts in Corporate and Organizational Foresight

Do's

Patience: Crowd sourcing is a long term initiatives – Patience & Perseverance pays

Community: Nurture and support the communities created through crowdsourcing

Identify: The Mavens, salesmen & connectors in the crowd to customize communication engagements

Transparency: Ensure complete transparency of the process

Larger Purpose: The purpose should be larger than marketing & sales

Long term strategy: Use crowdsourcing as a strategic platform

Don'ts

Free: Don't Assume that crowdsourcing is free

Customer: Don't assume that all crowdsourcing audience is prospect / customer
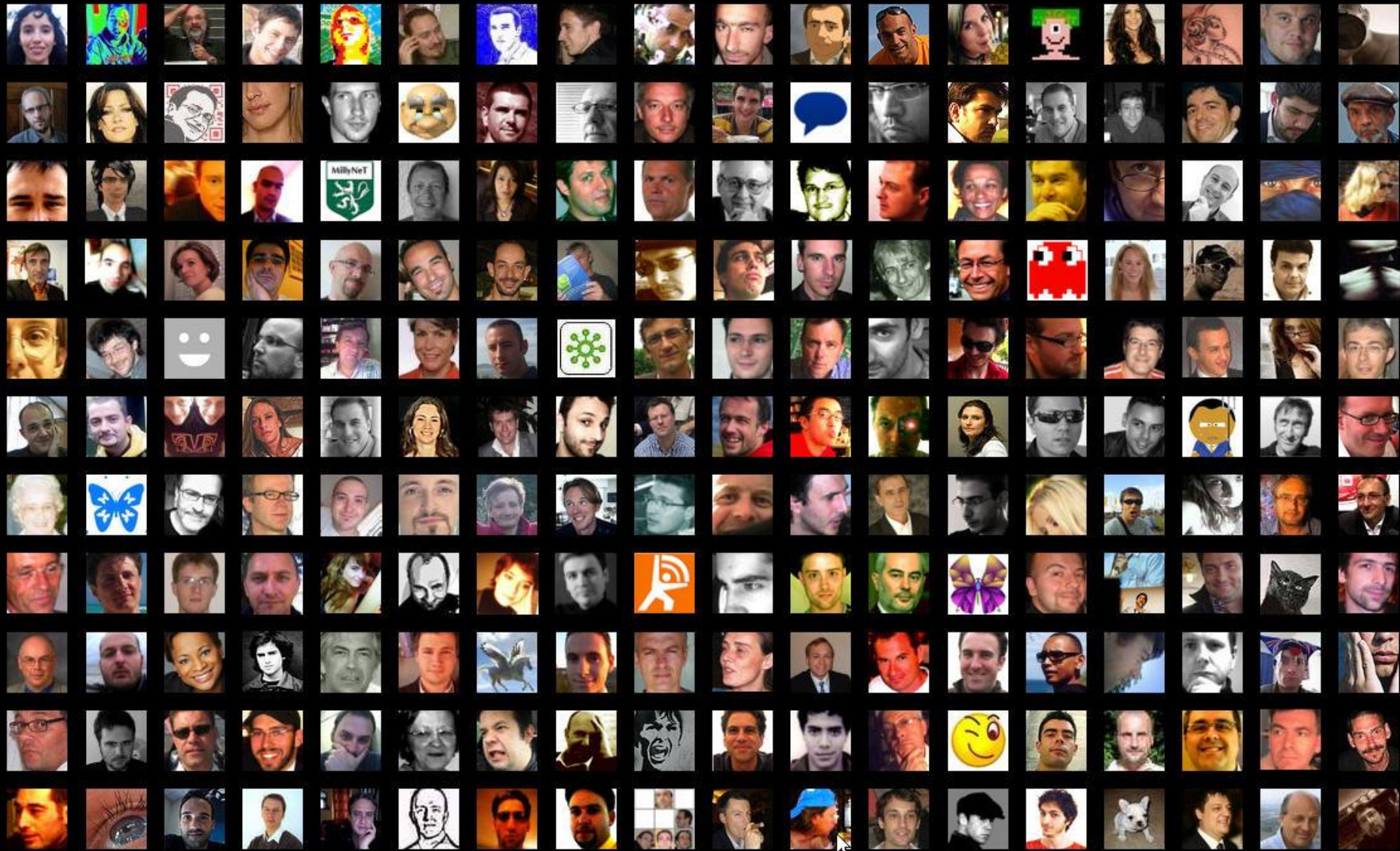
Brand: Crowdsourcing as a brand initiative

Customers: Don't treat your customers as just customers

Control: Don't try to control the outcomes of the process – especially in crowd decision making

Implementation: Don't assume that all crowdsourcing ideas are good and implementable

Lets start crowdsourcing

Flickr: LucLeqay

Thank you