Secrets of Facebook’s internal company hackathons:

+ Use hackathons to experiment with ideas in a low cost way.

+ In the weeks leading up to a hackathon use a forum to allow people to post their ideas, and groups will form organically around those ideas.

+ Encourage people to rethink how they do their job and how they can restructure what they’re doing.

+ Take ideas you haven’t had a chance to focus on and think about them in a different way.

Results:

+ Lots of ideas don’t make it into products, but every Facebook internal hackathon tends to result in four or five things implemented on the Facebook site and a couple have changed the direction of the company.

Results: Lots don’t make it into products, but every hackathon tends to result in four or five things implemented on the Facebook site and a couple have changed the direction of the company.

can’t work on the same thing as your day job. It’s a way to experiment with ideas in a low-cost way. Lots don’t make it into products, but every hackathon tends to result in four or five things implemented on the site. A couple have changed the direction of the company.

code wins arguments. You could argue something for two days, or you could just make it and prove your point in an hour.

Form a group called Hackathon Ideas, and in the week leading up to a hackathon, people post ideas, and groups form organically.

Use hackathons to rethink how they do their job, or how they can restructure what they’re doing

I think the core idea is to take ideas you haven’t had a chance to focus on and think about them in a different way.