From Crowdsourcing *to* Crowd Wisdom
with thoughtexchange

The Perspective You Need

You know that bringing out the best in yourself as a leader means bringing out the best in your people. But with so many day-to-day challenges crossing your desk, it's difficult to find those extra hours to innovate and inspire the change that will set you apart from your predecessors, advance your career, and achieve your leadership goals.

That's where Thoughtexchange comes in. Our software puts the most valuable information at your fingertips: it discovers what your team truly thinks, and gives you the perspective you need to solve the most difficult challenges. With Thoughtexchange, you'll be able to pinpoint the issues that matter most to your team, and find solutions that will get the widest support. We've thought about crowdsourcing from every angle, and we've built Thoughtexchange with your success in mind.

The Crowdsourcing Landscape

Many existing methods try to help leaders make better decisions, but biases, agendas, and disagreements often get in the way of finding solutions:

MEETINGS
cater to the loudest voices
and ignore the silent majority.

SURVEYS
don't allow for discussion.

IDEATION PLATFORMS
lack focus because of the number
of ideas that people submit.

EVENT POLLS
don't scale up to longer
periods or larger groups.

PULSE SURVEYS
can measure engagement, but
they don't *increase* engagement.

When these methods try to reach a large group of participants, they don't uncover quality data. When they strive for high engagement, they fall short of reaching the most participants. None of these methods can effectively bring together a group of people for a highly engaging and inclusive conversation—Thoughtexchange does it all.

What is Crowd Wisdom?

According to James Surowiecki in his book The Wisdom of Crowds, crowdsourcing questions is the best way to get the most accurate answers[1]. That makes crowdsourcing an attractive solution. But getting everyone with a stake in an issue into a room to talk about it is difficult, and it's next to impossible to hear all voices. And while crowdsourcing means we gather data from the crowd, we went further to help the people learn from one another—to make the crowd "wiser."

This is the problem we decided to tackle with Thoughtexchange: how do you engage large groups in open, fair, networked discussions? The solution: bring people together as a group, increase their connection to each other, and help them make better decisions in a much shorter time than any other approach.

NUMBER OF PEOPLE

SURVEY

POLL

SOCIAL MEDIA

IDEATION

Conventional Approaches

TOWN-HALL

LISTENING TOUR

FOCUS GROUPS

CONVERSATION

HIGH ENGAGEMENT
Groups from 10 to 10,000

ENGAGEMENT

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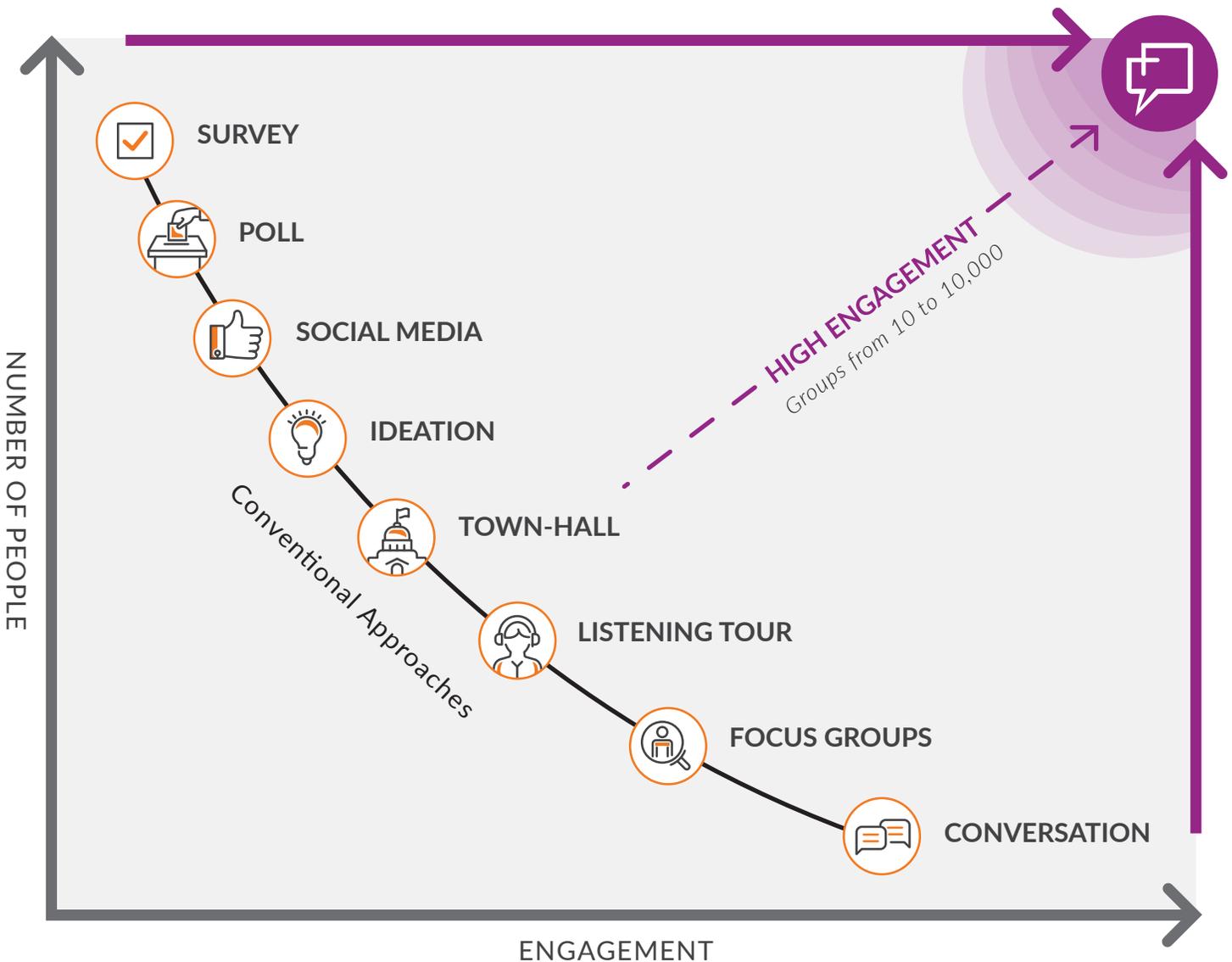
[1] The term originated from a 19th century county fair competition to guess the weight of an ox, where the data showed that the median of the crowd's guesses was accurate to within 1 percent.

Why Crowd Wisdom Works

When we looked at the crowdsourcing landscape, we realized we had to approach it from another angle—to go beyond just sourcing ideas and tap into the Crowd Wisdom. We do this by sticking to three principles that make our software rise above the pack: by maximizing participant Engagement; by ensuring a **Fair Process**; and by increasing **Inclusivity** and **Diversity**. Here's how:

Thoughtexchange increases engagement by avoiding siloed conversations and encouraging participants to listen to and learn from each other.

- Participants **rate** each others' thoughts as well as their own, so that everyone knows where their ideas land with the crowd.
- Participants pick the **best answers** by rating, so you see the solutions with the most support.
- Thoughtexchange has live **capabilities**, plus it's **scalable** across time and size—so you can ask 10 or 10,000 people to participate for ten minutes, ten hours, or ten days.

Thoughtexchange ensures a fair process. We know that if a decision-making process is fair, even the people who *don't benefit from it* **will support it. But if the process isn't fair, even those who** *benefit from it* **will complain about it.**

- Ask open-ended questions to find out your **team's values**, not just what they think about leadership's values.
- **Increase transparency** in your decision-making because not only do people feel they have a voice, they feel heard by each other.
- Go beyond finding a single "best" answer to discover the many ideas that participants value most through **peer-to-peer ratings**.

Thoughtexchange has built inclusivity and diversity into our software. We aim to make the conversation as broad in size and perspective as possible so that everyone who's impacted by a decision has a say in it.

- Participation is **confidential**; it eliminates biases and makes sure all voices are heard, regardless of gender, race, sexuality, or ability.
- Understand and contextualize **interest groups**, rather than hide them or avoid them.
- Thoughts are **randomized** so that each thought is seen about the same number of times, and participants see a range of perspectives.

One hundred people all rating one idea on a scale from 1 to 5.
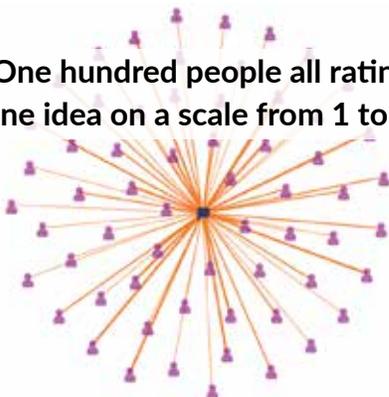
A Thoughtexchange Networked Discussion

How Thoughtexchange Works

Ask an open-ended question such as, *"What are the most important things we can do right now to help your productivity?"*

10 to 10,000

Invite participants to join the exchange. You can invite 10 people or 10,000 and keep your exchange open for minutes, hours, or days.

Participants confidentially share their ideas and rate each other's ideas.
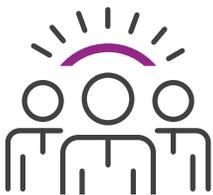
Participants learn from each other and appreciate other perspectives they may not have considered.

Leaders can easily share the results of the exchange with all participants.

Gain real-time access to in-depth analytics as soon as the first thoughts are added.

Pinpoint the solutions that will help you take actionable results.

# Proven Success for Leaders Like You

The path of leadership is full of obstacles, and Thoughtexchange is ready to help you over, under, around, and through them by empowering your people to share their perspectives. Companies all over the world are using Thoughtexchange to engage their teams and communities to find solutions that have the widest support.

Dime Community Bank used Thoughtexchange to build trust with their employees, and now we've become an essential tool for their business operations.

READ USE CASE
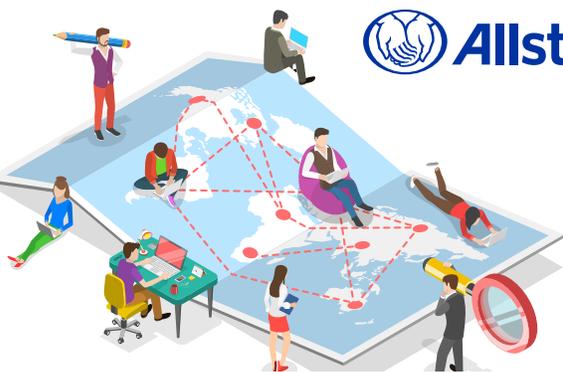
Allstate used Thoughtexchange to connect with its global workforce to make sure employees were getting the maximum benefit from their corporate learning events.

READ USE CASE

Texas Health Resources used Thoughtexchange to work with their staff to set up new cultural guidelines that truly reflected the organization's values.

READ USE CASE

New York State's **Brighton School Board** used Thoughtexchange to get community feedback on a school-safety initiative—and the results changed the course of the district for the better.

READ USE CASE