

# CROWDSOURCING INSIGHTS

THROUGH THE CRISIS AND BEYOND  
WITH COLLECTIVE INTELLIGENCE

# 1492

GO BEYOND

1492.ORG

Based on the “1492 Breakdowns for Breakthroughs” paper  
<https://www.linkedin.com/feed/update/urn:li:activity:6657956966456930304>



# RUNNING ON SIGHT IS NOT ENOUGH

Narrow perspectives result in actions that are potentially dangerous, worthless, careless, and not more than mediocre at best

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## DECISIONS BASED ON BLURRY ASSUMPTIONS ARE DANGEROUS

Not knowing specifically or with a single sided view only on what to keep, change or invent will do more harm than good. Concrete ideas with a strong engagement of those affected are necessary to become a winning organization in such turbulent times.

## RETROSPECTIVE ALONE IS WORTHLESS

Looking in the back mirror and analyzing the past to design the future is not good enough anymore because many find themselves in a changed game. No report showed that something like Covid-19 will disrupt our praised global value chains and lock down significant parts of our business for a long time.

## LEAVING PEOPLE ALONE IS CARELESS

People across industries find themselves in remote work or shutdown situations. Left alone with their worries about the future and not capturing their thoughts is endangering productivity and a waste of brain power. It is crucial to use the time to collectively contemplate and collect these insights, turning a threat into an opportunity.

## PURE RECOVERY WILL ONLY CREATE MEDIOCRE EFFECTS

Most organizations are focusing on their recovery by re-constructing what has been there before, with all positive and negative aspects. The opportunity to go beyond and tap the creative potential of organizations for a real step ahead is underutilized.



# CROWDSOURCING TO GET AHEAD

P.A.C.E. leverages the wisdom of the crowd to deliver insights better, faster, cheaper while driving engagement

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## USE THE COLLECTIVE INTELLIGENCE OF YOUR ECOSYSTEM



### PRECISION – TO FIND THE NEEDLE IN THE HAY

Individual experts fail in predicting the future when the rules or frame conditions change rapidly. For complex challenges, diverse crowds of practitioners plus experts reliably deliver high quality results with greater precision, because they capture more perspectives. Utilizing the wisdom of the crowd, you leverage the knowledge of your people to create consensus and discover weak signals.



### ACCELERATION – WITH PARALLEL PROCESSING

The digital process stacks the development, communication and implementation of measures to shorten the time to action dramatically. Collecting and evaluating ideas in real-time while involving those who are affected creates the necessary speed and momentum to successfully reallocate assets, foster a quick recovery and transform your business faster than your competition.



### COMMITMENT – THROUGH CO-CREATION AND MOTIVATION

Openly discussing and building on each other's ideas boosts morale, collaboration, and engagement. It helps to identify the right resonance spots for the transformation. Broad involvement reduces resistances and political games. The right cultural drivers ensure sustainable support and execution discipline.



### EFFICIENCY – FOR BETTER DECISIONS AT LOWER COST

There is no leaner approach to broadly tap into the tacit knowledge of your people. Generate reliable, practical insights, and positively shape the culture of your organization at the same time. Based on an intuitive and fast web-based solution, it can be done remotely and almost instantly. Results are easy to digest through compelling heat-maps and high impact workshops.



# CROWDSOURCING OVERVIEW

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Combining the collection of answers, their evaluation and fostering additional creativity outperforms any classical survey

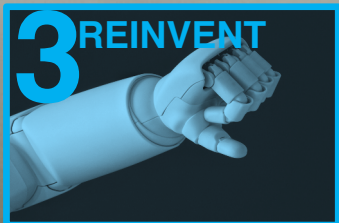
## QUESTIONS



Where can we immediately safe cost and reallocate assets to improve liquidity?



What do we have to focus on to defend our core business and boost competitiveness?

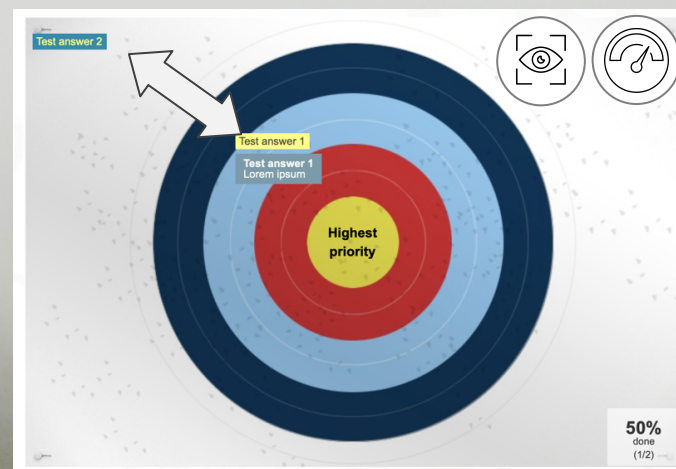


What moonshot ideas will radically improve our market position in the long run?

### IGNITING, EASY, MEANINGFUL QUESTIONS

Based on this standard set, the questions are tailored to the specific needs of the organization with the right wording and tonality.

## EVALUATION



### COLLECTIVE INTELLIGENT SCREENING

After answering the questions, everybody evaluates a selection of already entered ideas from the crowd, chosen by an algorithm, with a simple drag'n'drop action to prioritize topics and identify both, strong statements and weak signals.

## ASSOCIATION

A form for association. It has a background image of a woman talking on a phone. There are icons of a handshake and a lightbulb in the top right corner. The form has two text input fields: 'Do you have any additional ideas? (key words)' and 'Please elaborate your idea (300 words max.)'. There is a 'Save answers' button at the bottom.

### CAPITALIZING ON CROWD CREATIVITY

The evaluation of ideas from other crowd members puts participants in a very creative thinking mode through resonance and the new association of the ideas presented to them. This momentum of building on each others' ideas is captured in open remarks, resulting in an additional source of solutions.

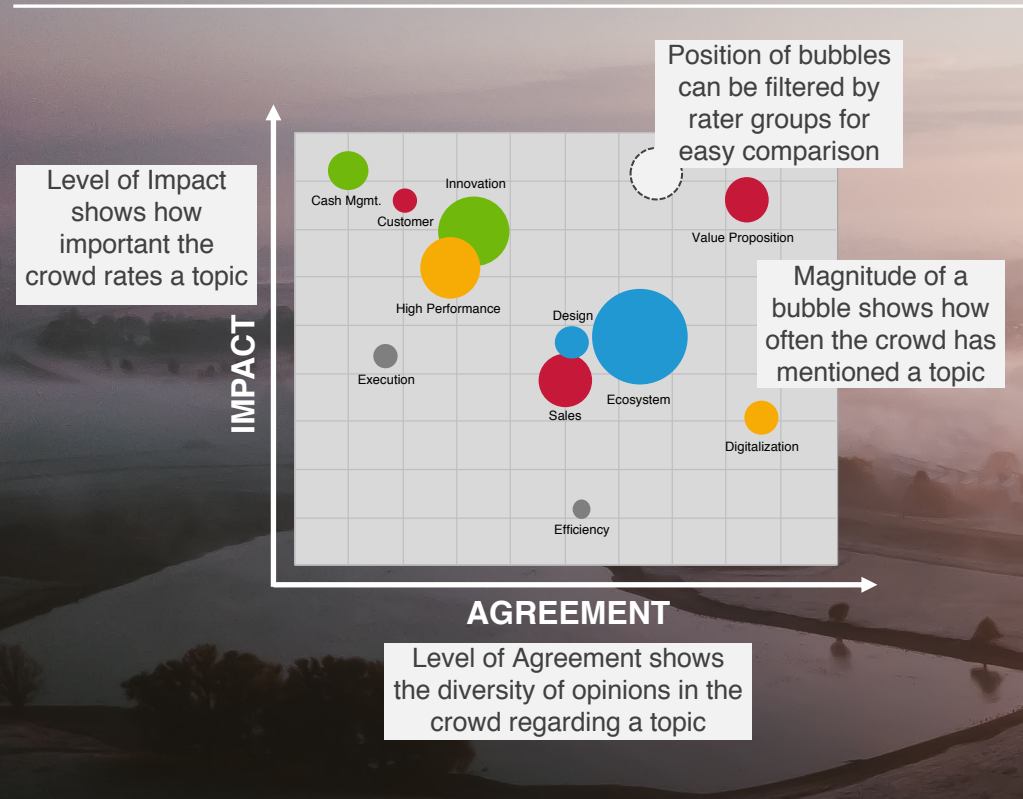


# CROWDSOURCING RESULTS

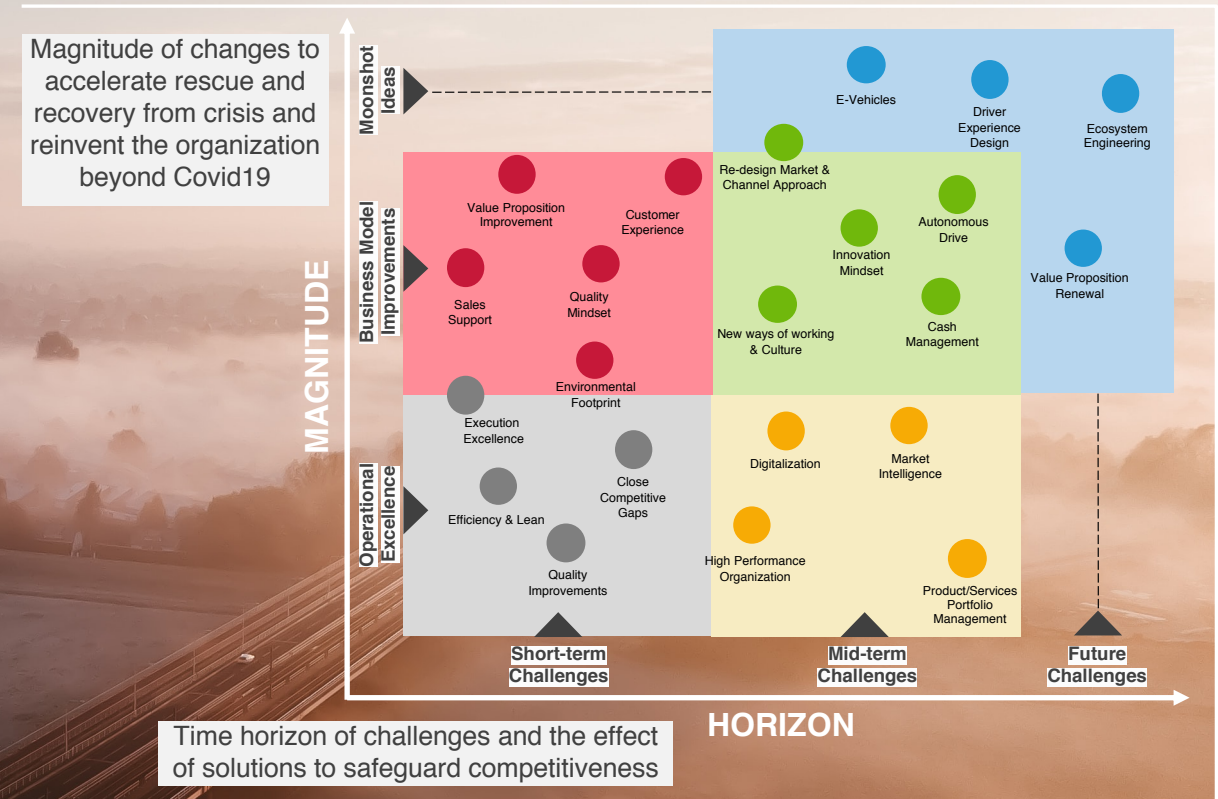
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Comprehensive and intuitive visualization of insights as baseline for co-creation workshops and roadmap definition

## PRIORITY AND CONSENSUS MATRIX



## TRANSFORMATION HEATMAP



INSIGHTS

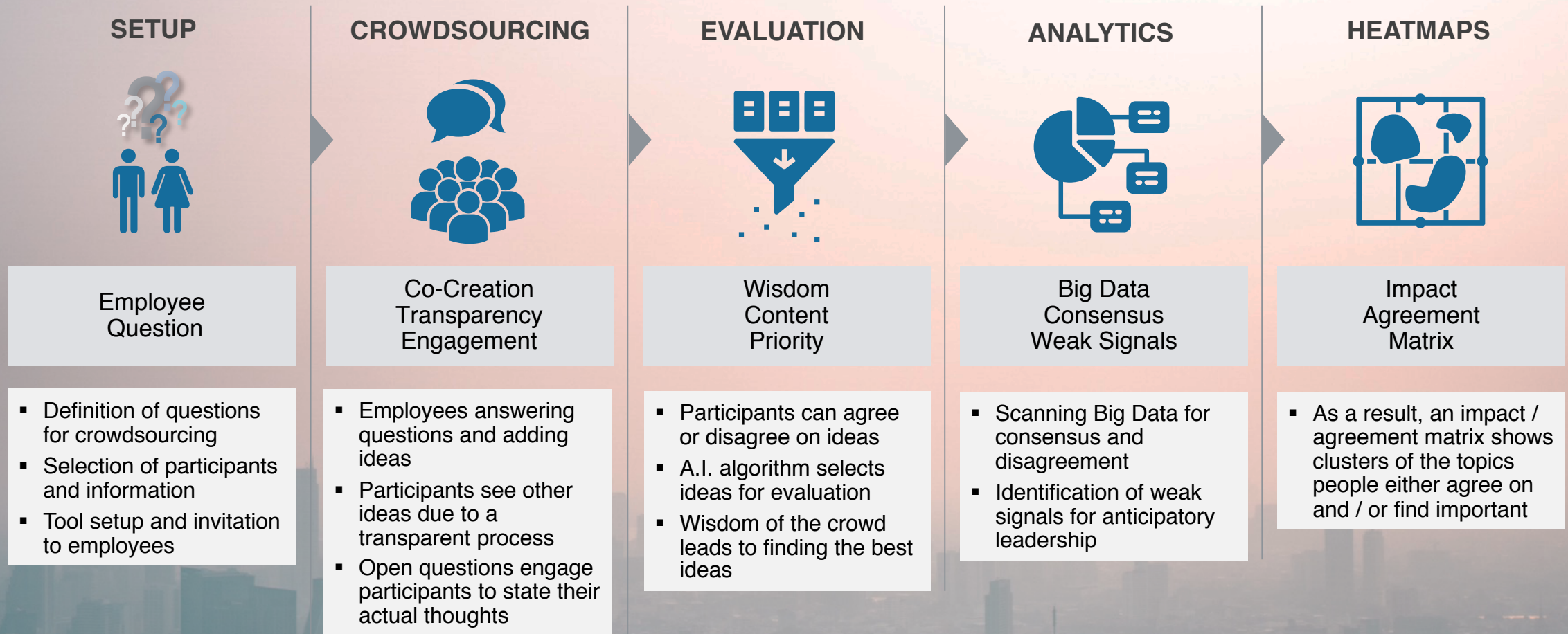
- **Priorities** for smart decisions and successful implementation along three dimensions: number of comments, importance of topics, and level of consensus.
- **Consensus** matrix including different rater groups (e.g. functional, regional, hierarchical) on how to fix, transform, and innovate the business.
- **Transformation** heatmap with a first implementation timeline to engage stakeholders for a swift execution, powered by a shared purpose.
- **Innovation** level indicator to focus and align the organization with a clear and committed way forward into an attractive future with a defendable position.



# CO-CREATIVE CROWDSOURCING BOOSTS TRANSPARENCY, TRUST, AND ENGAGEMENT

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Detailed steps of the crowdsourcing process








# PACKAGES

We can customize all crowdsourcing packages to your specific needs

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		CORE	ORGANIZATION	ECOSYSTEM
 AUDIENCE	Participants	< 500	< 1,000	< 5,000
	Rater groups	5	10	20
	Multi-Language support (English or German is standard)	✓	+1 more language	+ 2 more languages
 SERVICES	Executive report, Priority and Consensus Matrix, and Transformation Heatmap	✓	✓	✓
	1 x workshop for results debriefing, benchmarking, cultural insights	✓	✓	✓
	3 x workshops for definition of initiatives, best-practices, and roadmap	✓	✓	✓
	3 months team support and upskilling for accelerated transformation	(optional)	✓	✓
	Co-creation of new operating model concept (performance criteria, future competences, and new ways of working)	–	(optional)	✓
	Co-creation of new corporate culture model (definition of corporate values, leadership principles, and game changing behaviors)	–	–	✓
	Co-creation of blueprint concept for a future business ecosystem or platform including architecture canvas, stakeholder map & business model	–	–	(optional)
 INVEST	Budget	(upon request)	(upon request)	(upon request)
	Duration	1 month	3 months	5-6 months



# OUR VALUE PROPOSITION

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We are integral consultants with strong roots in expert and systemic consulting – and masters of collective intelligence

## OUR CONTRIBUTION TO THE SITUATION



IMMEDIATE  
SPEED

### WE KNOW VIRTUAL

Building on years of consulting in blended settings, using virtual and physical approaches qualifies us to have immediate effect on mindset and behavior with minimum ramp-up.



FULL  
PASSION

### WE ENGAGE PEOPLE

Based on storytelling communication, customer experience design and our knowledge to build virtual proximity and communities, we ignite your people to join the journey.



PROVEN  
EXPERIENCE

### WE HAVE DONE IT BEFORE

Building on own and other's best-practices, academic research, plus our understanding of successful and failed transformations make us unbeatable.



POWERFUL  
SYNERGY

### WE ARE CO-CREATORS

Your internal know-how combined with our expertise to co-create and deliver results will ensure to realize the right business priorities and drive purpose fulfilment.



MANAGED  
RESONANCE

### WE MAKE THE PACE

By collective intelligence and steering the emotional resonance, transformation becomes more predictable with less risk, and delivers better results with higher engagement.

## OUR UNIQUE PROFILE

### WHAT

#### EXPERT CONSULTING

#strategy\_development\_DAX  
#execution\_excellence #digitization  
#re-org.\_support #governance  
#cost\_cutting #divesting

### WHY

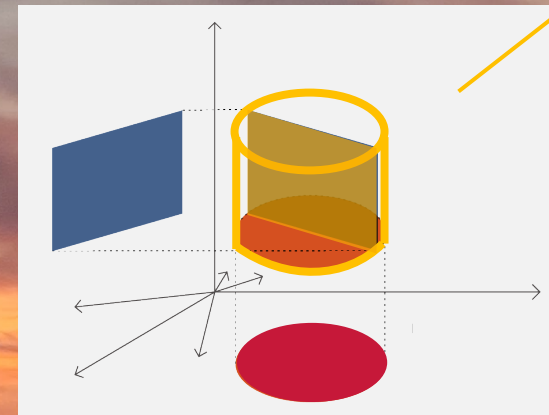
#### INTEGRAL CONSULTING

#collective\_intelligence  
#whole\_system\_change  
#purpose&vision  
#ecosystem\_engineering

### HOW

#### SYSTEMIC CONSULTING

#co-creativity&innovation  
#high\_performance\_culture  
#top-executive\_coaching  
#organizational\_development  
#new\_work&leadership  
#technology-enhanced\_transformation



Harvard Business Manager published 1492 Best-Practice Collective Intelligence in Aftermarket Service (Results: – 25% cost and + 300% revenue)



The background is a vibrant sunset or sunrise scene with a person standing on a dark silhouette of a hill in the foreground. The sky is filled with soft, colorful clouds in shades of orange, yellow, and blue. Overlaid on the image are several white, thin-lined circular arrows of varying sizes, some pointing clockwise and others counter-clockwise, creating a sense of motion and interconnectedness. The text '1492' is prominently displayed in a large, white, sans-serif font on the left side of the image.

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**COLLECTIVE  
INSIGHTS**