

Getting Down to Business

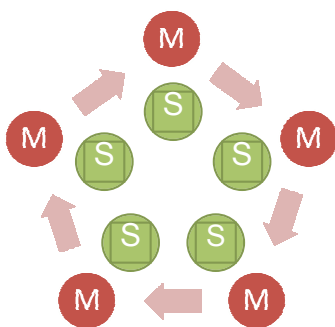
Results Using Speedstorming to Initiate Creative Collaborations

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METHOD

This research compares traditional brainstorming to "speedstorming."

Speedstorming is inspired by speed dating. Across multiple rounds, one group of people (movers) changes locations while another group stays put (stayers). Therefore, each person gets to interact with several new people.



Optionally, groups can be constructed so that partners are unlikely to have interacted before, e.g., people from different departments.

The goal in each round is to come up with a collaborative project combining both people's interests and expertise. Also, people can evaluate each other interpersonally.

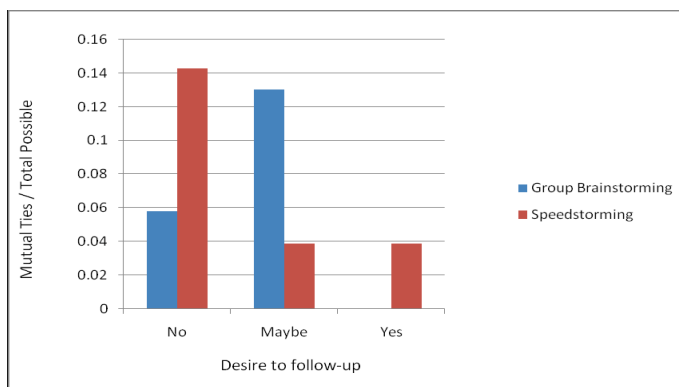
We believe that speedstorming can produce superior ideas and will be a more efficient way to find new collaborators than brainstorming.

HYPOTHESIS

RESULTS

CONCLUSION

Speedstorming will provide more diagnostic information about potential collaborators than does group brainstorming.



Speedstorming enabled people to decide whether someone was a good potential collaborator--or wasn't--making it a more efficient use of time.

Idea generation in speedstorming goes deeper (ideas utilize more unique participant knowledge) than does group brainstorming, making ideas that are more specific and demonstrate more specialist knowledge.

Construct	BS	SS	p
Specificity	2.70	2.57	0.624
Comprehensibility	3.98	2.65	<0.001
Demonstration of Specialist Knowledge	2.26	3.05	0.010

While speedstorming ideas are not more specific, they do include more specialist knowledge--meaning that people's expertise is better used.

RUNNING YOUR OWN

FOR MORE INFORMATION

Possible uses...

- idea generation
- honing your pitch
- finding collaborators
- team building
- developing networks in your company

Consider...

- the goal
- people's prior experience together
- whether there is an incentive to share/ collaborate
- the mix of backgrounds

Please attend our "Crack the Nut" session on Tuesday from 10:30 AM - 12:00 PM [Session 5, Track 8] in room 1.43 for a chance to participate.

See our paper in the proceedings.

Write to us at analyticmuse@gmail.com, or individually (see above).

Visit us in Berkeley, or see Kyle in Beijing (Nov & Dec) or Brighton/ London (~Feb-May, TBD)