



Jamming on Collaboration

Faith McCreary, Marla Gomez
Intel IT
Spring 2013

IT@Intel

Legal Notices

This presentation is for informational purposes only. INTEL MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.

Intel and the Intel logo are trademarks of Intel Corporation in the U.S. and/or other countries.

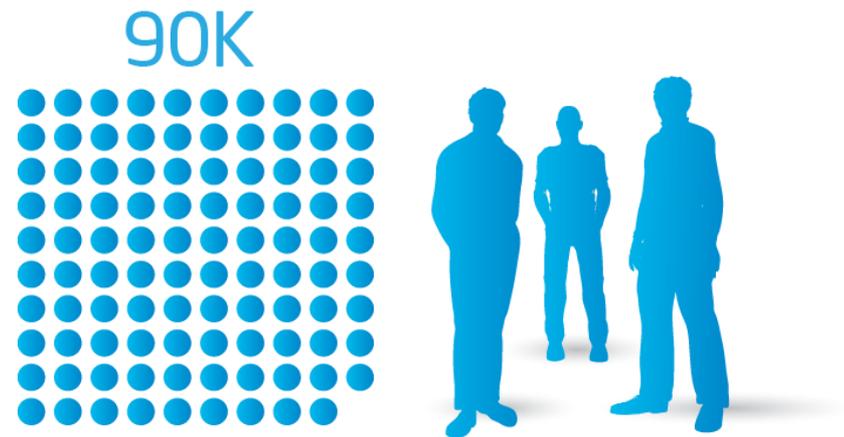
* Other names and brands may be claimed as the property of others.

Copyright © 2013, Intel Corporation. All rights reserved.

Increasing innovation through crowdsourcing

Intel IT recently conducted a 10-day crowdsourcing activity.

We wanted to gather ideas on how Intel can better leverage the combined intelligence of our over **90K passionate and committed employees** to increase the velocity of organizational innovation.



Just what is crowdsourcing, you ask?

Crowdsourcing is the practice of **soliciting feedback on a subject from a large group** of people through an online community.

The general concept is to **combine the efforts of many participants**, where each one contributes a small portion, which then creates a relatively large or significant result.



We asked our participants four questions

1. What can Intel do to **increase the velocity of our innovation** through collaboration?
2. What **challenges** do you find when trying to work together?
3. Are there **collaboration practices** that we should integrate inside our workplace?
4. How do you **find the right people** (for example, having the right skill set or knowledge) to collaborate with?



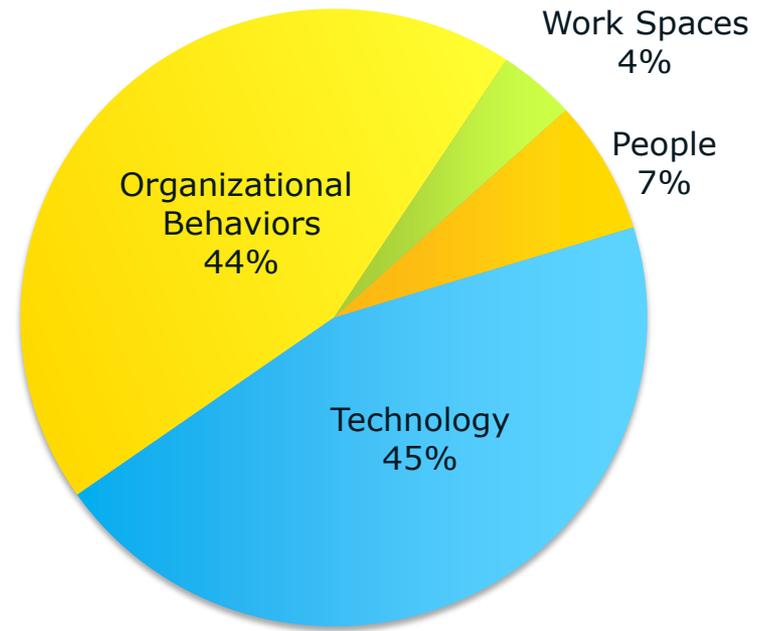
What did we learn?

We gathered insights related to four primary areas:

1. Organizational Behaviors
2. Work Spaces
3. People Behaviors
4. Technology

We then conducted a detailed analysis of the ideas and comments to better understand where the common themes were in our crowdsourcing threads.

- **56% dealt with finding the right expertise**—an actual expert or expert knowledge—needed to fuel collaboration and projects at Intel.



1. Organizational Insights

Employees had a wide variety of inputs around team structure, management and leadership, reward and recognition, and an expressed need for more collaboration “events.”



Top suggestions

- Focus more on **rewarding and recognizing teams and collaboration**, especially cross-organizational collaboration.
- **Create more co-location and small teams**, including more long-lived, cross-organizational and functional teams.
- Give employees **more time to collaborate**. Experts need to have the time to share their knowledge. Employees found value in having unscheduled time to work on innovations.
- Provide more exposure to other employees with new ideas, with **more job rotations** and more innovation focused events. Make changing jobs easier—for instance have an Intel career center.



2. People Insights

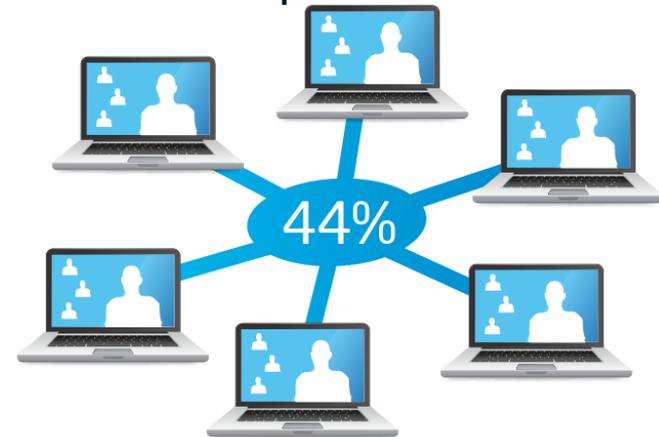
Employees highlighted getting to know co-workers better and having a more connected, personal relationship with the people they work with.



Employees highlighted the need to...

- **Put myself out there by taking risks**, be proactive in collaboration, take responsibility, and accept feedback.
- **Stop the acronym mania**— don't assume everyone knows every acronym. Spell them out in both written and verbal formats.
- **Improve meeting behaviors** by following best known methods and shortening meeting times for greater efficiency.

More face time with their fellow employees is very important.



44% of threads referenced video, photo, face, or seeing during the crowdsourcing exercise.

3. Technology Insights

Employees want to be able to easily find each other in our large and diverse organization. They want improvements to existing tools and new capabilities for collaboration.



Ideal technology capabilities

- **Finding who people are and what they do** - Allow employees options for searching and filtering; allow for serendipitous “bumping into” or recommendations of people you might want to know.
- **Finding help or problem solving** - Provide an area where employees can find a resource for a project or effort.
- **Expert finding** – Make connections more visible; provide recommendations for people by domains and peers.
- **Integrated information repositories** - Provide for better reuse and sharing of knowledge resources, such as software scripts, information on topics of interest, or certain product information.



4. Work Space Insights

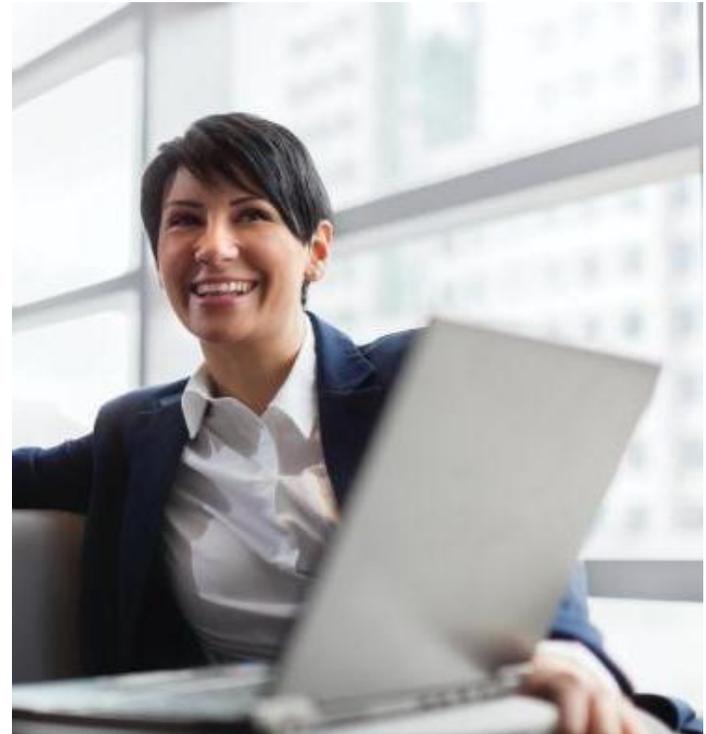
Employees want a mix of physical spaces to be able to work most efficiently.



Work Space Choices

The ability to find and use the appropriate space **most conducive to the work** at hand is important to our employees. They are looking for a mix of

- Open-wall collaboration bullpens
- Fixed-wall collaboration rooms
- Assigned and non-assigned cubes
- Assigned and non-assigned project collaboration spaces
- Quiet spaces with workstations and comfortable chairs



Our 2013 Focus Areas

- Give employees a **collaboration resource tool** that can both find the right people and contains information related to a particular topic.
- Evolve to **increase reuse and sharing of expert knowledge**, such as software scripts, information on topics of interest, or certain product information.
- Grow an **ubiquitous set of “rich” collaboration technologies** that make video and other collaboration technologies more readily available. Include tools that help collaborators easily share visual information.
- Provide **more free-form opportunities for innovating**. (Examples include scheduling a percentage of time for working on new ideas and conducting more innovation-focused events and forums.)



Additional Social Collaboration Resources from IT@Intel



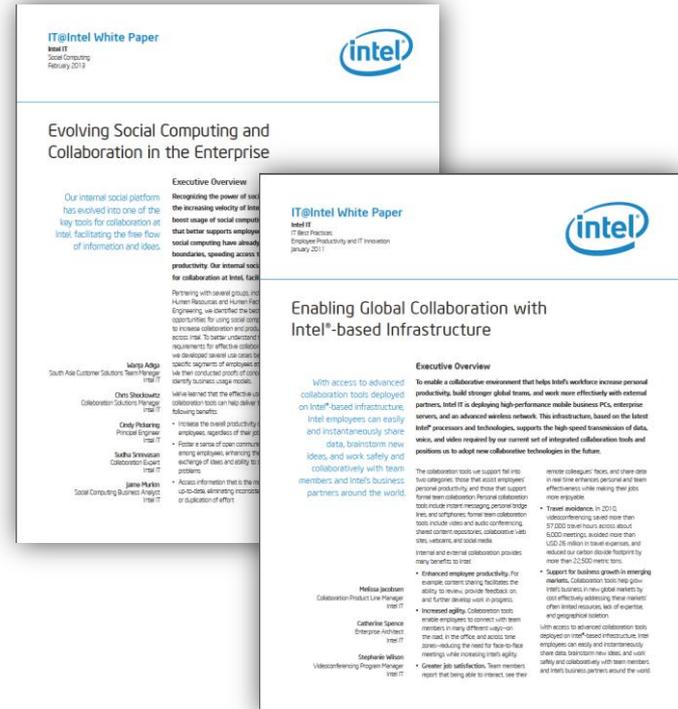
[Evolving Social Computing and Collaboration in the Enterprise \(PDF\)](#)



[Enabling Global Collaboration with Intel®-based Infrastructure \(PDF\)](#)



[Inside Intel IT on Employee Collaboration \(podcast\)](#)



Sharing Intel IT best practices with the world. Learn more about Intel IT's initiatives at: www.intel.com/IT



Thank You

IT@Intel

