HUMANgrid

Case Study 3: Team Performance

Using HumanGrid™ Tools to Stimulate Ideation Sessions

Annual Productivity Session

Background and Problem

A large global food and beverage company for the past 10 years has been conducting an annual manufacturing ideation session to generate ideas that would increase overall productivity. Most recently, their ideation sessions have produced fewer and fewer ideas and as a result productivity ideas are drying up.

Process and Application

In 2012, the company used the HumanGrid Platform of tools to select the types of idea generators that would be invited to the session as well as to construct how the chosen participants would be divided into brainstorming teams. Pioneer idea generators represented one grouping of teams and Mid-Range idea generators represented the other. (Mid-Range idea generators are the individuals that exist between Pioneers and Builders on the innovation spectrum.)

In this context a problem statement is defined as a question that the team would be generating solutions for. Each problem statement was assigned to both a Pioneer team and a Mid-Range team to work on in parallel.

Results **and Implementation**

Net Result was that after 3 days the teams generated approximately 150 ideas. The prior year the ideation session only produced 50.

Participant feedback on the overall process and how the teams were constructed was very positive. The HumanGrid Platform was later adopted and implemented in multiple departments company wide.

Discussion and Understanding

The HumanGrid Platform is not a process in and of itself, rather it is a key component in designing teams and improving processes built around people. To construct a successful team, first a problem or goal must be identified. Once this is defined, the HumanGrid Platform of tools can be leveraged to construct appropriate teams or utilize various team compositions. In order to use the HumanGrid Platform in this capacity, one must be confident in its ability to measure what it intends to measure and in its ability to contribute toward quantifiable gains based on those measurements. The purpose of these case studies is to demonstrate how the HumanGrid Platform of tools has succeeded at this.

The Ideation Brainstorming Study, Innovation Challenge Week and Annual Productivity Session are all HumanGrid case studies that reinforce this confidence in a practical setting. Team design was successful in each scenario due to the inclusion of the HumanGrid Platform of tools.