Crowdsourcing: Knowledge Sharing, Discussion, & Ideation

You are Now Entering…The Crowdsourcing Zone
Adrian Villarreal and Luis Rodriguez
KM World 2019
Agenda

1. About our company and KM program
2. Why we needed Facilitated Collaboration (FC)
3. What is Facilitated Collaboration?
   - What is MeetingSphere and Spigit, and how have we used FC to benefit TechnipFMC
Subsea
Optimizing subsea fields from concept to project delivery and beyond

Onshore/Offshore
Delivering unrivaled technology and project capabilities

Surface
Combining field-proven equipment, services, and integrated solutions

A global leader in oil and gas projects, technologies, systems, and services
Company Values and Knowledge Management

Our Core Values

Realizing possibilities
Achieving together
Building trust

Our five foundational beliefs:

Safety | Integrity | Quality | Respect | Sustainability

Sharing makes us smarter.

Shared knowledge tackles tasks from every direction.

Sharing makes us smarter. That’s why we want everyone to contribute to and benefit from what we collectively know. Tap into our knowledge network using key knowledge-sharing solutions like The Bridge, The Well, Illuminate and Experts Explain. For more information, visit PoP.
1. About our company and KM Program

2. **Why we needed Facilitated Collaboration (FC)**

3. **What is Facilitated Collaboration?**
   - What is MeetingSphere and Spigit, and how have we used FC to benefit TechnipFMC
Why Facilitated Collaboration at TechnipFMC?

Global Decisions Faster

Inclusiveness and equal voice in meetings

Grow a culture of collaboration

Downturn & cost travel reduction

Efficiency and improved meeting experience
Why Facilitated Collaboration at TechnipFMC?

In short, "Presentation" and "Training" Expert shares knowledge with participants

**Facilitation**
Expertise is coming from the participants and the facilitator draws the knowledge out

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**PRESENTATION vs. TRAINING vs. FACILITATION**

**FOCUS**
- **PRESENTATION**: Focus on Content
- **TRAINING**: Focus on both Content & Process
- **FACILITATION**: Focus on Process

**DELIVERABLE**
- **PRESENTATION**: Information/Inspiration
- **TRAINING**: Skill Development
- **FACILITATION**: Group Insight/Decisions

**APPROACH**
- **PRESENTATION**: Present/Tells
- **TRAINING**: Teaches/Involves
- **FACILITATION**: Asks/Guides

**TELLING vs. LISTENING**
- **80% Telling, 20% Listening**
- **50% Telling, 50% Listening**
- **20% Telling, 80% Listening**

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Taken from: www.leadstrat.com
Agenda

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   What is MeetingSphere and Spigit, and how have we used FC to benefit TechnipFMC
Knowledge Sharing in the Age of New Technologies

Our KM Home Page

Global KM toolset:

- **The Well**
  - Enterprise Wiki

- **The Bridge**
  - Chartered Global Knowledge-Sharing Networks

- **Experts Explain**
  - Knowledge-Sharing Webinars

- **Illuminate**
  - Podcast about People and Business

- **Facilitated Collaboration**
  - Crowdsourcing Ideas and Solutions
YOU ARE NOW ENTERING...

THE CROWDSOURCING ZONE
## Choosing the Best Option for Facilitating Collaboration

<table>
<thead>
<tr>
<th>Feature</th>
<th>The Bridge</th>
<th>MeetingSphere</th>
<th>Spigit</th>
<th>Surveys: SurveyMonkey &amp; MS Forms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Span/Reach</td>
<td>Across community/communities of practice</td>
<td>10-20 people per session. Up to 100 during a live session.</td>
<td>Across all company, business units, business functions, and/or teams (Up to 12,000)</td>
<td>Across all company, business units, business functions, and/or teams</td>
</tr>
<tr>
<td>Participant Access</td>
<td>All employees.</td>
<td>Licensed facilitator is required. Unique session URL. All participants require a device. External access is possible.</td>
<td>Company/Spigit Admin is required. (KM Team supports this.) Unique session URL. Single Sign On (SSO) access. External access not available at this time.</td>
<td>Required license to SurveyMonkey. Access to MS Forms. Unique URL. Internal and external access possible.</td>
</tr>
<tr>
<td>Governance</td>
<td>Sponsors, Leaders, Coordinators, Core Team, SMEs</td>
<td>Platform Administrator, Facilitator, Co-Facilitator</td>
<td>Platform Administrator, moderators, experts</td>
<td>License required for SurveyMonkey</td>
</tr>
<tr>
<td>Timeframe</td>
<td>Ongoing. Named contributors.</td>
<td>1.5 - 2 hours (depends on the agenda.) Asynchronous possible. Anonymous and named contributors.</td>
<td>5 weeks (several idea stages.) Anonymous and named contributors.</td>
<td>Timed, depending on need. Anonymous and named contributors.</td>
</tr>
<tr>
<td>Device compatibility</td>
<td>In-Network computer or mobile device</td>
<td>Any computer or mobile device</td>
<td>In-Network computer or mobile device</td>
<td>Any/In-Network computer or mobile device</td>
</tr>
<tr>
<td>Tools</td>
<td>Announcements, Discussion Boards, Document Library, Workgroups, Links</td>
<td>Brainstorm, Rating, Discussion, Presentation</td>
<td>Post ideas, Comment, Vote, Pairwise</td>
<td>Text, choice, rating, ranking, likert, net promoter score</td>
</tr>
</tbody>
</table>
Crowdsourcing and Ideation Platforms

Facilitated Collaboration with MeetingSphere - Virtual Workshops

MeetingSphere is a virtual workshop environment in which participants use their own computers to log into sessions and collectively respond to preconfigured brainstorming activities to quickly reach results. Brainstorming is optimized with a variety of features, and optional anonymity overcomes barriers to sharing opinions.

Facilitated Collaboration with Spigit - Crowd-Sourcing Ideas

Spigit is an innovation and idea management platform that allows large or small groups of targeted participants to respond to specific business challenges or “idea jams” to collect ideas and uncover solutions to critical business objectives.
MeetingSphere - Harnessing our collective intelligence in virtual workshops

- 1-2 hour sessions, virtual or in person and can be asynchronous, Typically 10-30
- Achieve consensus and alignment faster
- Can see everyone’s voice
- Anonymity is a key enabler

**BRAINSTORM**
Brainstorm ideas, opinions or facts.
Very fast. Provide anonymity for creativity and candor.

**RATING**
Rate items on any customary rating method and measure consensus.
Instant results tables and charts.

**DISCUSSION**
Drill into or expand on multiple topics.
Let your team share perspectives, link the dots and build consensus.

**PRESENTATION**
Communicate concepts or facts and engage your audience via the feedback channel.

**WEB CONFERENCE**
Crystal clear voice and screen sharing.
Participants join over the Internet or dial. Over 200 'local' numbers.

**AUTOMATIC REPORT**
Smart and fast also means self-documenting. Just click for a Word report or export to Excel.
How could we motivate our sales partners?

Let's assume we have some money to throw at this.

1. Run regional events where partners can get to know us.

2. Sales must visit and spend time with our partners. Put a face and a person behind that email address. Build a relationship. Bond!

3. Let them experience that our marketing works for them. Get leads to them directly then follow up closely!

4. Incentivise partner staff directly - it's the sales people we need to motivate, not the partner.

5. Insist on partner personnel attending training. Increases rate of success and ties them to us.

6. Make working with us easier. Simplify the order process!
### Please rate by Effectiveness

1. Run a time-limited special term (extra margin) campaign. Time limited to make them act now.
   - Rating: 0 1 2 3 4 5 6 7 8 9 10

2. Start a competition. Sales guys worth their salt are competitive.
   - Rating: 0 1 2 3 4 5 6 7 8 9 10

3. Make sure that those who do the work get the order. Limit unfair competition and marginal cost.
   - Rating: 0 1 2 3 4 5 6 7 8 9 10

4. Increase margin. Give them 40% instead of 25%.
   - Rating: 0 1 2 3 4 5 6 7 8 9 10

5. Increase margin based on certain thresholds.
   - Rating: 0 1 2 3 4 5 6 7 8 9 10
Rate items

1. Analysis of stakeholder interests
2. Project buy in
3. Stakeholder identification
4. Consistency of messaging
5. Listening to each stakeholder is too expensive
6. Too many voices produce too much noise
7. Methodology relies on physical workshops
8. Never get all stakeholders in one place.
10. Too much effort for PM and Stakeholders

MeetingSphere – Rating Workspace (Prioritize - Assess – Measure - Consensus)
### Sample Use Cases

<table>
<thead>
<tr>
<th>Use Case</th>
<th>Process Mapping</th>
<th>Voice of the Customer</th>
<th>Impact Analysis</th>
<th>Risk Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requirements Definition</td>
<td>Setting Goals</td>
<td>Issue Identification and Resolution</td>
<td>Lessons Learned</td>
<td></td>
</tr>
</tbody>
</table>

### BENEFITS

#### Results-Driven Engagement Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Execution and Results</th>
<th>Greater Participation</th>
<th>Better &amp; Faster Buy-in</th>
<th>Alignment &amp; Integration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased Ownership</td>
<td>Inspires Action</td>
<td>Drives Consensus</td>
<td>Level Playing Field</td>
<td></td>
</tr>
</tbody>
</table>

#### Transformational Communication Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>All Equal Voices Heard Seen</th>
<th>Truth and Trust</th>
<th>Politics Removed</th>
<th>Risks Exposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collaborative</td>
<td>Stakeholders Buy-in</td>
<td>Promotes Open culture</td>
<td>Clear Expectations</td>
<td></td>
</tr>
</tbody>
</table>
Success Story #1
Engineering Business Process Definition

Project Scope

Develop *globally-aligned* engineering workflows and activities into our Business Process Management System (BPMS)

Obtain consensus on:

✓ Process description
✓ Inputs and outputs
✓ Controlling inputs
✓ Predecessor/successor
✓ Role

**Challenge:**
Tighter schedule & less budget
Success Story #1
Business Process Definition

Previous process:
• Cost of travel
• One week time frame to discuss and agree
• Project time 18 months - 2 years to finish

Delivery:
• Facilitated Collaboration platform used
• Planned sessions using SIPOC methodology
• 2-Hour virtual brainstorming sessions
• SMEs invited
• Pre-meeting homework via asynchronous accessibility to the sessions

“Allowed a high volume of thoughts, thinking and actions to be consolidated before the workshop, thus significantly reduce the time on similar process.”

“It helped the team come into the workshop better prepared and aligned with each other. Entering the room having done pre-work enabled us to understand each other’s perspectives, which led to better collaboration.”
Success Story #1
Business Process Definition

Accomplished full scope of project
Developed 113 activities under 29 workflows
Only needed 3 in-person workshops instead of 4

Completed the project two months early
Saved the company $250,000

Pre-meetings became a recommended practice for future BPMS projects

“Using the Facilitated Collaboration platform effectively to perform the pre-work for the workshop played a big role in meeting workshop objectives.”

“I believe it made it clear that we had to come to the workshop ready to negotiate and agree. It also helped new participants to grasp the idea of how BPMS is built.”
MeetingSphere Success Story #2
Collaboration with Key External Customers

3-Day Value Engineering Workshop:
• 2 engineering teams: 18 participants total, 2 facilitators
• Platform used on day 2, 5 hours straight
• $17,500 savings by consulting and delivering session in-house
• Full report and discussions scribed
• Six months later – PO for $700k

“This is a great opportunity to show the value of TechnipFMC solutions. The Value Engineering workshop will be a stepping stone to future unconventional development in US shale.”
MeetingSphere Success Story #3
Planning 2020 APQC KM Conference

Planning session:
• Steering Committee, 15 participants
• Brainstorm the following:
  • Design and Theme for upcoming 25th anniversary
  • General Sessions
  • Tracks / Content / Breakouts
  • Workshops

“Having one place and one tool for many users in many locations was beneficial to cohesiveness in gathering ideas and planning.”

“Having one resource as a place to capture thoughts and ideas was timesaving. From the brainstorming process, we were ahead in the planning process.”
Spigit – Crowdsourcing ideas and solutions across the enterprise

The Spigit idea management platform enables TechnipFMC to tap into the collective intelligence of employees to find the best ideas and make the right decisions.

- Challenges or Idea Jams
- Company wide large scale crowdsourcing and ideation
- Timed or open challenges
Spigit – Crowdsourcing ideas and solutions across the enterprise
Spigit – Crowdsourcing ideas and solutions across the enterprise

Ideas View
Spigit – Crowdsourcing ideas and solutions across the enterprise

Pairwise Voting
Facilitated Collaboration via Spigit (Idea management platform)

**BENEFITS**

**EMPLOYEE ENGAGEMENT**

Employees are engaged as we turn ideation into a habit and build a culture of innovation.

**CONTINUOUS IMPROVEMENT**

We can create the next big thing with the people that know our business best.

**PRODUCT DEVELOPMENT**

We can supercharge project discovery by tapping into our employee base.

**CUSTOMER EXPERIENCE**

We engage our wider workforce to ultimately impact customer success.
Spigit - Success Story #1: Subsea One Voice Idea Jam

- Recent merger
- Need to appear as one voice to the customer
- Executive visibility and sponsorship
- Brand new tool acquired
Spigit - Success Story #1: Subsea One Voice Idea Jam

15,000 Subsea Employees

3,007 Idea Jam Visitors

1,748 Votes

5 Regions

333 Idea Jam Entries

110 One-to-One Sessions

84 Employees participated in focus group deep dives

10 Top Ranked Ideas

5 Concerns Identified

3,007 Idea Jam Visitors

Spigit - Success Story #1: Subsea One Voice Idea Jam
Need to improve HR processes and systems and make them effective and smart

1. Make Processes Customer Centric
2. Develop Our Talent
3. Manage our Resources
4. Champion our Culture and Drive Engagement
Spigit - Success Story #3 – Naming our new CoP Platform

Name the New Community of Practice Platform

Challenge ended a year ago  

Thank you for helping name the new CoP Platform.

Pairwise voting has been started.

It is a ranking period where you are pairing ideas
one by one. By this process each idea compares
and vote. This phase concludes Dec 3.

The Top 5 names will advance to the Transformation Project Team and the

The BRIDGE - Connecting ideas and knowledge from one mind to another.

by Luis Rodriguez 1/13/2018 12:38 PM CST

Add more context to the proposed name.

A BRIDGE connecting people from one location to another. Connecting ideas and knowledge from one mind to another. Building a bridge between cultures, or even a bridge from the unknown to the known. :)
Questions?

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