

Innovation campaigns in small teams

The German Federal Employment Agency runs campaigns to quickly boost organizational performance

The German Federal Employment Agency is working on one of the biggest IT projects in its history. A central integration team of 65 people needed to find effective ways to cooperate with more than 600 IT developers from other teams. With CrowdWorx the team quickly found optimal solutions to its challenges and boosted its productivity within three months.



Organization

German Federal Employment Agency

Industry

Public sector

Headquarters

Nuremberg, Germany

Budget

€37.8 bn (\$49.1 bn) in 2012

Introduction

The Federal Employment Agency is an agency of the Federal Ministry of Labor and Social Affairs. With its more than 100,000 employees it is responsible for managing unemployment benefits, providing educational services to the unemployed as well as matching job seekers with job openings with its large network of local offices in every German city and town.

The agency's IT operations have grown since the 1970ies when the first services were computerized. By the late 1990ies every core service was based on its own IT tools. Those tools had to work together in order to provide modern integrated services. This prompted the agency to start a multi-year strategic IT integration project which would migrate all IT tools to a unified base and allow for an integrated processing and storage system.

Issue & Challenge

This strategic IT integration project involves 10 IT teams with over 600 IT employees. A central team of 65 IT experts provides standards to the IT teams and performs technical tests of each milestone delivery from each IT team.

However, the central team experienced several inefficiencies in both working with 10 different IT teams, as well as its internal organization.

Solution

The central IT team decided to run an innovation campaign with CrowdWorx to identify ways of how to better work together within the central team as well as with the other teams. This campaign lasted only two weeks. The CrowdWorx platform (see fig. 1) enabled a focused ideation and discussion process which culminated in a voting phase to identify the best ideas for improving the team's performance.

As a result of this two week "brainstorming" session 20 ideas had been submitted and discussed by the central IT team. The voting phase involved CrowdWorx' unique pairwise voting method which quickly surfaced the top ideas.

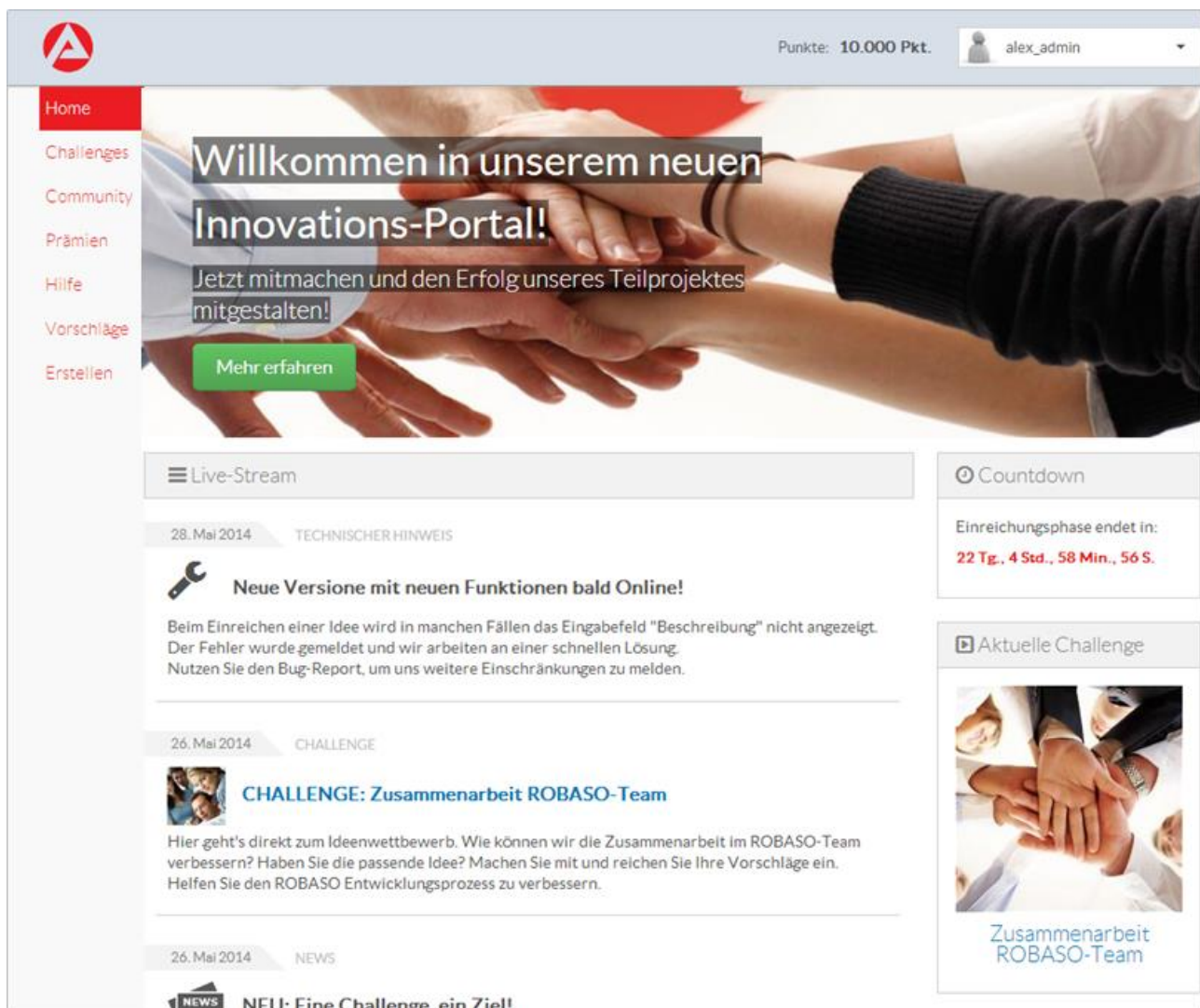


Figure 1: Starting page of the CrowdWorx system (German language version) used by the central team to generate, discuss and vote on its ideas. Source: CrowdWorx.

Impact

The top 4 ideas from the two-week campaign have been implemented by the team swiftly since the team already had reached a consensus about these measures during the discussion and voting phases of the campaign. This consensus reduced team resistance to zero and made it easy to implement the necessary changes.

Within three months after the campaign the teams efficiency had increased significantly which resulted in better performance and higher employee satisfaction.

Moreover, the team had identified various ways how to optimize its work with the other teams without interfering with those teams processes.

About CrowdWorx

CrowdWorx® is headquartered in Berlin, Germany, and part of the Analyx Group, founded in 2007. CrowdWorx is the leading Innovation platform for small, medium, and global enterprises. We serve clients in Europe and North America with the full range of tools and services for Idea Management, Open Innovation and Innovation Consulting. CrowdWorx' proprietary technology provides unique advantages for innovation programs, which generate measurable results and long-term impact.

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