

Collaborative Planning using Twitter and Google Alerts



Transformation through Partnerships

Inexpensive and Agile “Collective Collaboration”
using Crowdsourcing for Planning Strategically

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Enterprise Architecture Practice
AmVet Technologies LLC

Collectively Collaborating to find Best of Breed Planning Solutions

**Top
Down
Planning**

Management
Driven

Requirements
Oriented

**Traditional
Collaborative
Planning**

Stakeholder
Driven

Consensus
Oriented

**Collective
Collaborative
Planning**

**Project
Driven**

**Discovery
Oriented**

- **Best used** when the need is to ***fulfill strict and specific requirements*** in a Directive, Memorandum, Order or Regulation.
- **Best NOT used** when the need is to develop planning solutions that require . . .
 - ***Finding middle ground*** among stakeholders, or
 - When potential ***solutions are not readily apparent***.

Traditional Collaborative Planning in the Federal Government

- It is best used when *finding middle ground* is the most important aspect of planning.
- In the broadest sense, Traditional Collaborative Planning involves a group, team or partnership of people *working and learning together* to find ways to address shared problems and opportunities.
- Traditional Collaborative Planning typically involves:
 - **A team effort**, for example, a team composed of Federal, State, and local agencies,
 - **Joint decision** making that may result in a decision that reflects interests broader than those of the lead Federal agency alone, and
 - **A public involvement** program to both inform the public and provide opportunities for the broader public to influence decisions made during the planning study.

Advantages

1. All nine planning cases in the study were a success using Collaborative Planning versus Top Down.
2. In most of the cases, long term savings were realized, particularly in the implementation stages.
3. It was agreed by the stakeholders in all the planning cases that, without Collaborative Planning, there would have been a number of negative outcomes.

Drawbacks

1. Collaborative Planning can be time consuming and seemingly costly compared to Top Down Planning.
2. On-the-job training and mentoring is essential for managers to conduct effective Collaboration Planning.
3. A large number of interested and committed stakeholders is required to realize both short term and long term savings.

¹ A recent study was published involving ***nine Federal collaborative planning cases*** where Traditional Collaborative Planning was used instead of Top Down Planning. Reference: "Collaborative Planning In Action: Case Studies of Collaborative Planning in the U.S. Army Corps of Engineers, <http://www.sharedvisionplanning.us/CPToolkit/Documents/Collaborative%20Planning%20in%20Action.pdf>

Collective Collaborative Planning in the Federal Government

- It is optimally used when **discovering best solutions** is the greatest need in planning.
- In general, Collective Collaboration is based on a set of **Crowdsourcing Techniques** (see next slide) involving a wide variety of people who are not necessarily in a group, team or partnership, but who are interested enough to contribute their ideas **in creative interactions** that produce discussions spawning unforeseen solutions (i.e., unscripted ingenuity).
- Collective Collaborative Planning customarily . . .
 - **Augments and accelerates** Traditional Collaborative Planning.
 - Provides an **inexpensive, rapid and agile** means to get top ideas from collaborating stakeholders AND other interested parties.
 - **Invites contributions** from anyone since you never know where a great idea might come from.

- **Crowd Wisdom** – gathering contributions from a large audience to collect outcomes, solutions and/or ideas that includes . . .
 - **Prediction Markets** – like stock markets, but use outcomes to invest in
 - **Crowdcasting** – broadcasting problem to wide audience for solutions
 - **Brainstorming** – broadcasting a concept to wide audience for ideas
- **Crowd Creation** – mustering activities of a crowd for events
- **Crowd Voting** – getting opinions of a crowd for ranking ideas, etc.
- **Crowdfunding** – soliciting spare time or money from crowd

² “*Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business*,” Jeff Howe, 2008, <http://www.amazon.com/Crowdsourcing-Power-Driving-Future-Business/dp/0307396207>

	Comparison Factor	Traditional	Collaborative
1	Stakeholder contributions are provided . . .	Singularly	<i>Interactively</i>
2	Arriving at any consensus is . . .	Cumbersome	<i>Automatic</i>
3	Prioritization of actionable ideas is . . .	Uncertain	<i>Clear</i>
4	Coordinating stakeholder participation is . . .	Expensive	<i>Inexpensive</i>
5	Adjustments to the emerging plan versus Top Down Planning are somewhat . . .	Inflexible & Difficult	<i>Agile & Responsive</i>

The *Iterative* Collective Collaborative *Planning Cycle*

1. Use Twitter for **Crowd Wisdom Brainstorming** to gather planning ideas.

2. Use **Google Alerts** to research and expand Brainstorming ideas.

3. Use Twitter for **Crowd Wisdom Crowdcasting** to collect and validate planning solutions.

4. Use Twitter for **Crowd Voting** to determine best planning solutions and prioritize them.

1. *Create a new Google email address*

Use a short name of project - example: RMDisposition@gmail.com

2. *Create a Twitter account*

Use the same Gmail address as the username.

3. *Setup an initial set of Survey Questions about the project*

Post the survey on a portal or FTP site and copy the direct link.

4. *Start a variety of Google Alerts to track project topics (and add to them throughout Step #1)*

Create the alerts under the same Gmail address.

Use TweetBrain to gather a Crowd and collect their initial ideas.



TweetBrain

Tap into the wisdom of the Twitter community

Categories

- Beauty & Style
- Business & Finance
- Cars & Transportation
- Computers & Internet
- Consumer Electronics
- Creative & Design
- Dating & Relationships
- Economy & Politics
- Education
- Entertainment
- Environment
- Food & Drink
- Health
- Home & Garden
- Interests
- Jobs
- Languages
- Legal
- Location
- Marketing
- Naming
- Pets
- Philosophy & Psychology
- Real Estate
- Science & Math
- Sex
- Sports
- Tips & DIY
- Travel
- Writing & Editing
- Others

Enter keywords to search for:

You can add one or more [@username](#) keywords to restrict questions from certain users only. You can also add a \$123 keyword to search for questions whose reward is \$123 at least.

Latest Categorized Questions

 how to popularise interview questions and answers website? www.muinterviewworld.com
0 answers | Asked by @myinterviewworl 10 hours ago in Education | Favorite | RT

 What would you like to ask Mitt Romney?
0 answers | Asked by @Dragon_Paradox 11 hours ago in Economy & Politics | Favorite | RT

 Are ALL witches, fortune tellers, wizards, mediums, ghost hunters, telepaths, etc. highly moral people?
0 answers | Asked by @Dragon_Paradox 11 hours ago in Philosophy & Psychology | Favorite | RT

 Someone gave me tickets for Olympic diving. Should I go to the swimming pool, or the football pitch?
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 Game: What is a song that is on the same page as your favorite song but is by a different band?
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 R&P: Favorite songs that mention "Ghost" in the title or lyrics?
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 Scooters or electronic motorcycles for a housewife?
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Questions

Answers

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Topics Questions Rewards

"What would you like to ask Mitt..." (53 views)
"Anyone feeling sassy this morn..." (46 views)
"Are ALL witches, fortune teller..." (46 views)
"how to popularise interview qu..." (46 views)
"Scooters or electronic motorcy..." (46 views)
"Game: What is a song that is o..." (41 views)
"Someone gave me tickets for Ol..." (39 views)
"R&P: Favorite songs that menti..." (39 views)
[view all](#)

Top Brains **Top Questioners**

 cookie_fortune (1016 answers)
 zack_perry (796 answers)
 chirpyburd (603 answers)
 plmogon (548 answers)
 bigblackbird (437 answers)
[view all](#)

Write Tweets as questions and encourage "answers" from the Crowd

→

2 Use **Google Alerts** to research and expand Brainstorming ideas.

**Add To and Refine Google Alerts after collecting Step #1 initial ideas . . .
AND refine the survey too.**

Google

About Google Products

Web

- Web Search
Search billions of web pages
- iGoogle
Add news, games and more to your Google
- Bookmarks
Access your bookmarks and starred items

Mobile

- Mobile
Get Google products on your mobile phone
- Search for mobile
Search Google wherever you are

Specialized Search

- Blog Search
Find blogs on your favorite topics
- Patent Search
Search the full text of US Patents
- Finance
Business info, news, and interactive charts
- Alerts
Get email updates on the topics of your choice
- Custom Search
Create a customized search experience for your community
- Product Search
Search for stuff to buy
- Scholar
Search scholarly papers
- Trends
Explore past and present search trends

Innovation

- Fusion Tables
Visualize, combine, host, and share your data tables
- Code
Developer tools, APIs and resources

3 Use Twitter for **Crowd Wisdom Crowdcasting** to collect and validate planning solutions.

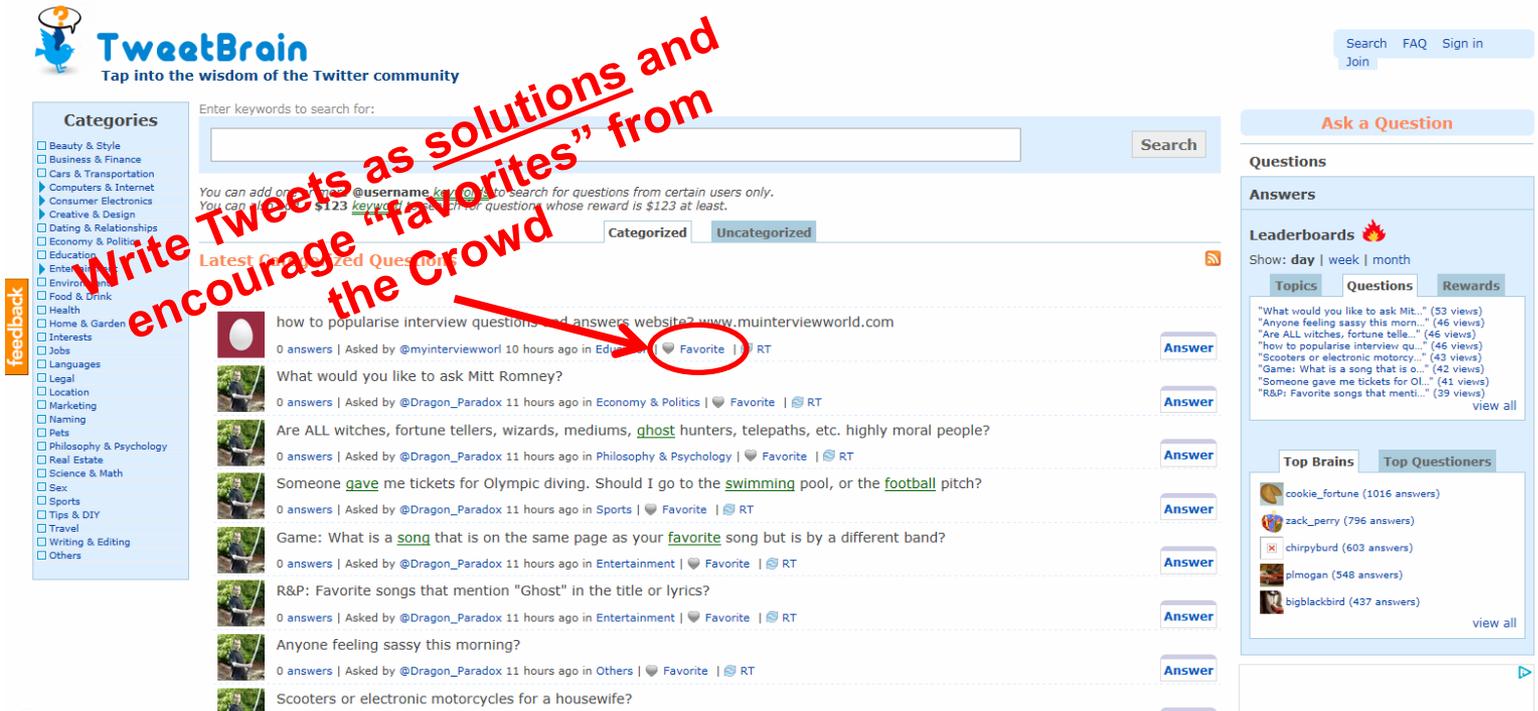
Send out Tweets to draw in a Crowd to respond to the survey that was refined in Step #2.



1. Include a short personal message about the survey within the tweet.
2. Use popular hashtags related to the survey. Take a look at the third party site, hashtag.org, to get an idea of popular hashtags used on Twitter.
3. Try to send the tweet at peak Twitter times for maximum exposure.
4. Don't be afraid to Tweet your survey more than once. By simply updating the messaging, you can tweet it again later on that day or over the weekend. Use a link shortening service such as bit.ly to shorten your survey/ poll link and track the clicks.
5. Ask for a Retweet from your followers.
6. Send a final reminder tweet such as, "survey_ends today, results to follow".

4 Use Twitter for **Crowd Voting** to determine best planning solutions and prioritize them.

Assess the findings of the survey and extract the best conclusions from the findings, then return TweetBrain to send them out for “voting” by the Crowd assembled in Step #1.



Write Tweets as solutions and encourage “favorites” from the Crowd

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Questions

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 "How to popularise interview qu..." (46 views)
 "Scooters or electronic motorcy..." (43 views)
 "Game! What is a song that is o..." (42 views)
 "Someone gave me tickets for OI..." (41 views)
 "R&P: Favorite songs that menti..." (39 views)
 view all

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 Answer

- 1. Track the number of “favorites” given in TweetBrain across the whole Crowd***
- 2. Rank the “solutions” by number “favorites” given for each one***
- 3. Periodically Tweet the “interim” ranking results to the Crowd through TweetBrain***
- 4. Take a final “favorites” count after the end of the survey period.***
- 5. Broadcast the final results out through “regular” Tweets in Twitter itself.***

- Mzinga Chairman [Barry Libert](#), wrote [We are Smarter than Me.](#)
- NYU Professor [Clay Shirky](#), wrote [Here Comes Everybody](#) and most recently,
- [Jeff Howe](#) of [Wired](#) wrote [Crowdsourcing.](#)

Questions?



Transformation through Partnerships

Thank You Bruce Gras, Vice President,

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