Social Sourcing for @SAIL project

Frank Willems
Professor leadership and sourcing
Hanze University of Applied Sciences Groningen
What is social sourcing?
Crowdsourcing

• Crowdsourcing is **outsourcing tasks**, traditionally performed by an employee or contractor, to an undefined, large group of people or **community** (a crowd), **through an open call**

Tribes

• A tribe is a **group of people** connected to one another, connected to a leader and **connected to an idea**

Co-creation

• Co-creation is a **new way** of market- or business strategy that emphasizes the development and ongoing realization of **mutual firm-customer value**
Why social sourcing?
Wikipilot Nautical Maps Crowdsourcing project; drives unexpected connections and passion
Vangstenregistratie.nl, 7000 professional fishermen provide the Ministry of Agriculture valuable information on water quality and share their knowledge with 350.000 other fishers.
How can you make social sourcing work?
The Groundswell ladder shows the levels of participation; at which level are you participating?

1. Creators
2. Critics
3. Collectors
4. Joiners
5. Spectators
6. Inactives
Use social networking concepts

• Nicholas Christakis: Our experience with the world depends on the factual structure of our networks and all that flows in these networks

• Ronald Burt: People focus on activities within their own group and that causes ‘structural holes’ in information flow between these groups
Find the creators in the middle and the connectors at the edges of your social network. You can use LinkedIn Inmap to find these people.
Use principles of leadership, passion, mentality and drive from Olympic Sportspeople
Result of right Leadership and social sourcing

Line of development by social sourcing and Lean Leadership

Traditional line of development

Energy and time

Effect

Result of right Leadership and social sourcing
Find the right crowd with innovation and social sourcing principles

Find this crowd and challenge the tipping point

Marketshare & Participation

Innovators 2.5%
Early Adopters 13.5%
Early Majority 34%
Late Majority 34%
Laggards 16%

Creators
Critics
Collectors
Joiners
Spectators
Inactives

Groundswell ladder of participation

Find the right crowd with innovation and social sourcing principles
Crowdfunding is the next step

The Royal Amsterdam Concertgebouw has raised a crowd funding campaign with more than 700 passionate people with a tax restitution arrangement and received a donation of 8.7 million euro to change and maintain their building structural.

Crowdfunding is here to stay, but you have to combine smart, address passion, add value and keep on!
What can we do tomorrow?
Listen, observe and feel;
What and who you need is closer than you think, that’s sustainable too

Choose, check and connect, be critical
Focus will lead to better results, aim for a high level of professionalism

Create (together) and enjoy
Receive almost automatically reaction with a network of passionate professionals