IP BEST PRACTICES

Knowledge Challenge

A best practice shared by InspiringPeople.

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Knowledge Challenge

A video challenge turns sharing knowledge into something competitive and genuinely fun to watch.

Key steps

Everyone has insights or experience worth sharing, but it's often hard to find a good way to stimulate the exchange. Framing it as a video challenge — like the ice bucket challenge — around a specific topic (a value, for instance) adds a competitive edge that raises the quality of what gets shared.

Create a simple platform, launch the challenge, and nominate winners per category by jury or popular vote — then repeat.

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