IP BEST PRACTICES

Company Jam Session

A best practice shared by InspiringPeople.

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Company Jam Session

A 72-hour open jam session lets people voice what they really think, and surfaces the handful of topics that matter most.

Key steps

It's hard to know what people are actually discussing, let alone influence it, especially across geographies and languages. An open jam platform, lightly moderated by a few culture ambassadors, changes that.

Run the jam for 72 hours — long enough to reach real depth, short enough to keep attention — then analyse the discussions and responses through word-cloud and semiotic analysis, and introduce provocative questions to zoom in on the two or three issues that matter most, and their solutions.

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