

GroupChallenge

GroupChallenge allows group input to individual challenges.
Have a solution? Leave one. Need a solution? Take one!

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Challenge:

What are the steps for the GroupChallenge process? <Put the original challenge here>

- <put the responses here>
- 1. **POST** – Post a GroupChallenge challenge in the middle of the white board. Be sure there are sticky notes and pens to make it as easy as possible for people to leave feedback.
- 2. Be sure to have a section that asks for future challenges... these serve as your pool for future challenges.
- 3. I recommend posting a few of your own ideas that solve the challenge to get the conversation started.
- 4. **WATCH/COLLECT** – Watch the GroupChallenge board... after about 2 or 3 weeks (or sooner if there is tons of feedback) remove the responses...
- 5. Put up a new challenge and the solution cycle continues.
- 6. **DOCUMENT** – Use this document to capture the challenge as well as partner suggestions. Use the document called “GroupChallenge Master.”
- 7. **E-MAIL** – Send the recap document results to the entire marketing team. In the body of the e-mail put the challenge that’s been solved as well as mention the new challenge that’s been posted. This keeps the cycle going.



Next Challenge:
“Put the newest posted quote here”

