



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

YEAR:
2012

STATUS:
Laureate

Organization name:
The Management Innovation eXchange

Organization URL:
managementexchange.com.

Project Name:
The Management Innovation eXchange (MIX) - Hackathon

What social/humanitarian issue was the project designed to address? What specific metrics did you use to measure the project's success?

Designed as a collaborative platform, the MIX brings together CEOs, academics, and management experts with executives and managers or anyone with ideas on how to make management better suited to cope with the 21st century and organizations that are as resilient, inventive, and inspiring as the people who work within them. The MIX is an open innovation project aimed at crowdsourcing the future of management. The premise: while "modern" management is one of humankind's most important inventions, it is now a mature technology that must be reinvented for a new age. The MIX was co-founded by Gary Hamel, ranked by the Wall Street Journal as the world's most influential business thinker. The MIX is backed by several leading institutions, including McKinsey & Co., Dell, Red Hat, Gartner, and Saba. It has partnerships with several prominent institutions. The site was launched in 2010 and is accessible at managementexchange.com. The MIX community is scaling rapidly with tens of thousands practitioners and the world's leading management thinkers. In 2011, the Management Innovation eXchange (MIX) developed a pioneering approach to large-scale problem-solving to harness innovative management ideas and the principles of the Web to help build organizations fit for the 21st century. In the technology world, a hackathon is a highly intense, coordinated effort to write an enormous amount of software code in a very short time period. The MIX launched the world's first management hackathon in March 2011, delivered virtually through Saba Social. The goal: generating radical yet practical solutions to an important challenge: How can we turn

organizations into communities of passion where the collective energy and ingenuity of employees are fully harnessed?

Please describe the technologies used and how those technologies were deployed in an innovative way. Also, please include any technical or other challenges that were overcome for the successful implementation of the project.

Approximately 60 contributors representing a variety of organizations participated in the first MIX hackathon. The six-month effort addressed key goals and objectives such as: Defining the essential elements of communities of passion; identifying the most critical barriers to success; collaboratively developing mini-hacks into fully articulated programs; reporting on and learning more about the group's accomplishments. Saba Social provided a flexible set of tools to support the effort, creating a highly connected community to enable rapid innovation through the sharing of knowledge and experience from a diverse set of viewpoints. The Saba solution allowed MIX members to avoid limitations created by time differences and work asynchronously as much as possible with the help of discussion forums, a vibrant workspace for idea exchange, wikis, micro-blogging, rating and ranking of contributor input, and expert location, reserving chat as well as real-time audio and video Web conferencing for tasks that required it. The group's efforts are being supported in large part by Saba Social's asynchronous tools such as its unique workspace, which takes the concept of a wiki to a whole new level. The workspace allows for very rich pages, including images, annotated diagrams and even embedded videos for highly satisfying and productive interactions. The guides and coaches are overseeing the hackathon on a daily basis, providing updates, introducing new activities and ensuring the experience is engaging and fruitful for all involved. Saba's real-time webinars and Web conferencing capabilities are proving ideal to flesh out the ideas and inventions as MIX members chart the path forward toward Management 2.0 goals and objectives.

Please list the specific humanitarian benefits the project has yielded so far.

The MIX hackathon brought together contributors from across the globe in a collaborative, enterprise social networking environment where more than 500 thought leaders and people from all types of businesses worldwide participated. MIX's Communities of Passion hackathon undertaking was highly successful, identifying a number of practical ideas that ranged from grand in scale or ambition to deceptively small tweaks, each with the potential to reinvent management and make organizations more efficient and productive.

Please provide the best example of how the project has benefited a specific individual, enterprise or organization. Feel free to include personal quotes from individuals who have directly benefited from the work.

Overall, the MIX hackathons have provided an innovative platform upon which management thought leaders and innovators can collaborate as never before. The speed in which the collaboration takes place as well the ease of the process provides unique and fresh idea exchanges. Dr. Edna Pasher, Founder & CEO, EPA Management Consultants, is a contributor to the MIX Hackathon and provided this insight: "I always look for new ideas and new sources of inspiration and more encouragement to experiment with innovative methods. I found all of it in this exercise. Thank you!"