



# WebStudy

Foundation

<https://webstudyfoundation.org/>

# “All Brains Collaborating on Deck” (ABCD) Convenings

1. Inspire cross functional groups to communicate
2. Achieve mutual understanding between front-line workers and administration
3. Align disparate alignment
4. Accelerate project progress
5. Stimulate forward momentum
6. Trust is won with a non-biased facilitator
7. Shared ownership in outcomes



A dimly lit, modern office space with exposed brick walls and wooden floors. Two people are seated at a long wooden table, working on laptops. A large whiteboard is mounted on the wall behind them. The room is illuminated by pendant lights and track lighting. A large red rectangular overlay is positioned on the right side of the image, containing the text "How Does It Work?".

# How Does It Work?



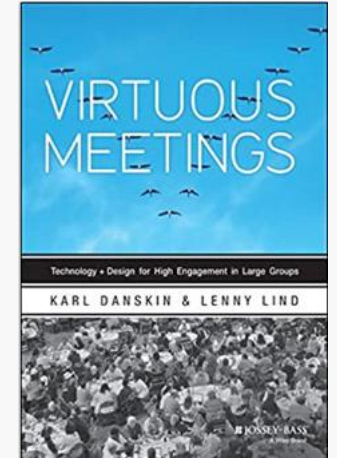
# Lind and Daskin describe twenty years of convening power catalyzing collective action



In a disruptive environment, the value and necessity of a new kind of collective conversation is not in question.

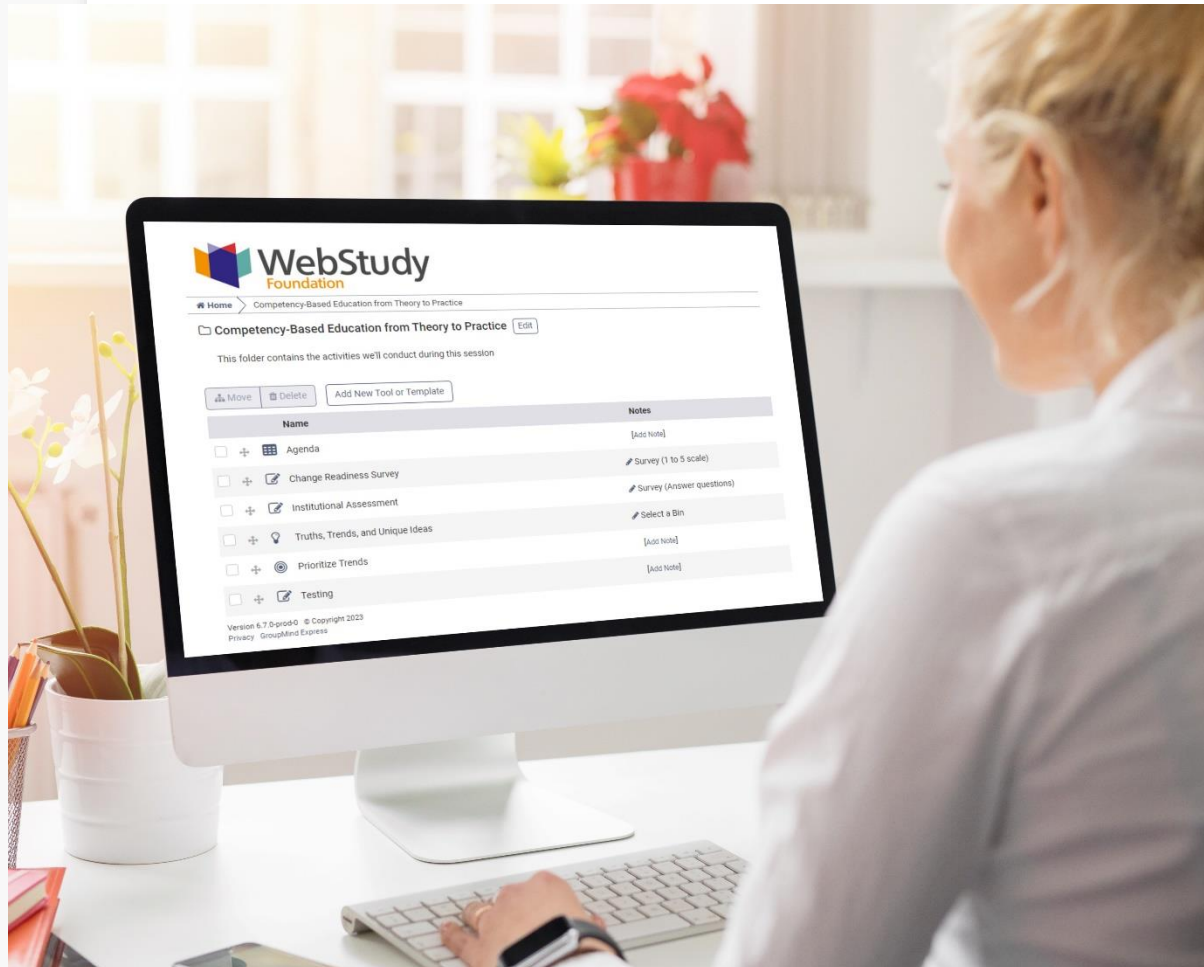
***The only unknown is how to have it – how to catalyze it, and maintain it.***

- our methodology provides a way to leverage connectivity and foster richer communication
- activities that encourage maximum engagement and interaction
- participants share their different experiences and work towards a mutual understanding
- stimulate collective action to address any challenge



# How to catalyze collective action?

## Design Thinking + Web-based Feedback



The most ***effective approach*** is to develop a design that will facilitate multiple conversations quickly.

To promote collective action across diverse groups, web-based tools are used to manage conversations between those with a broad overview of the challenge and those with specific knowledge of day-to-day tasks.

# How to maintain collective action? **Web-based Feedback is Collected**



A passive audience in business-as-usual meetings often conclude their opinions are secondary.



People are the greatest asset in making systemic change. A virtual design thinking approach has participants feeling part of an extended group on equal footing.



# How to maintain collective action? Web-based Feedback is Shared

A combination of collaborative activities is customized for individuals to respond to, followed by discussion

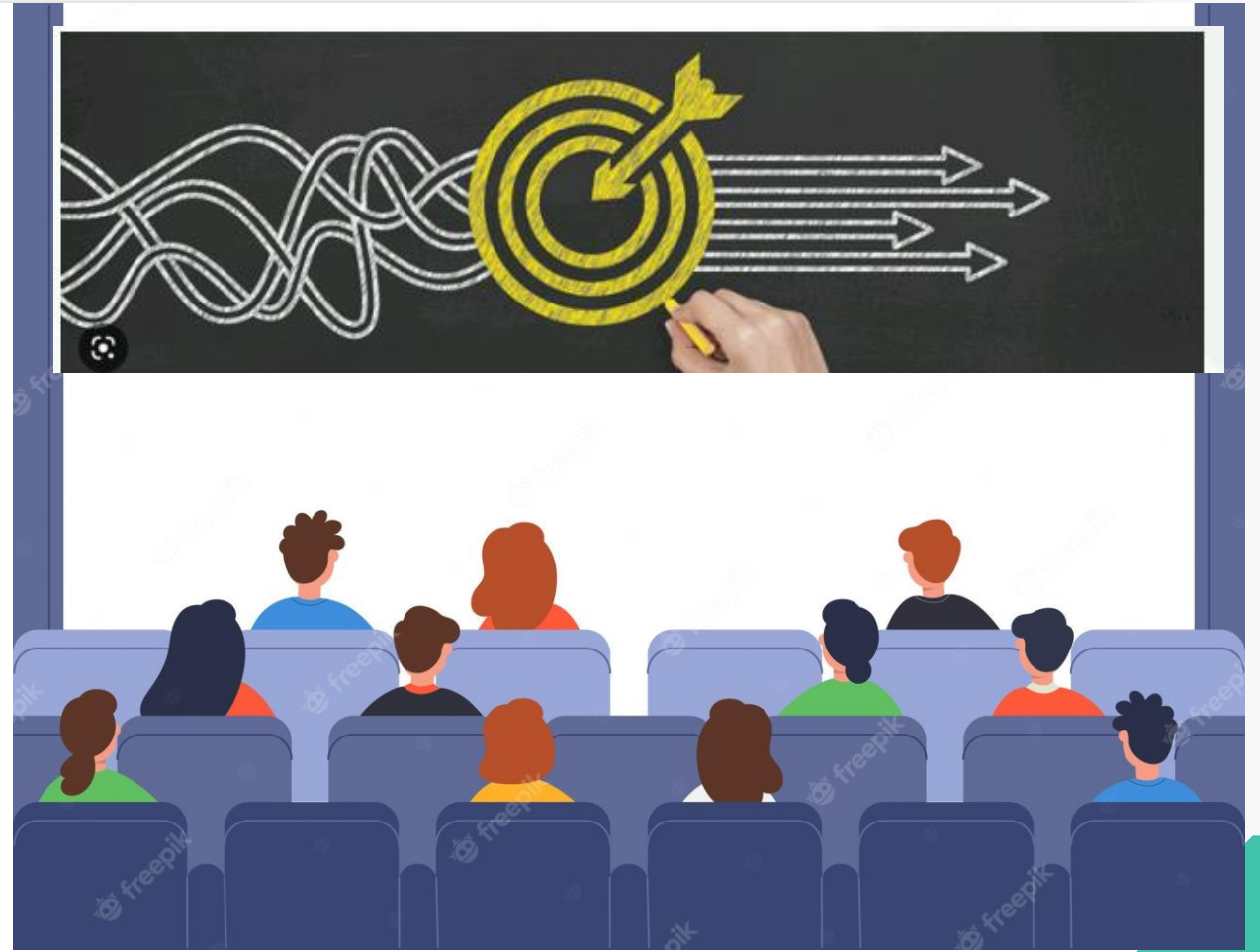
- Responses are anonymous
- Breakthroughs in learning and insights occur when the entire group of individuals comprehend their different experiences and perceptions
- Differences are no longer seen as barriers but as opportunities
- Mutual understanding and alignment across diverse groups produces quantum jumps in productivity



# How to maintain collective action? Numerous Feedback Cycles

- Numerous feedback cycles can be accomplished faster using web-based tools.
- This approach is more effective, particularly when one group has more information about what needs to be done, while another group has more knowledge of how to do it
- By collaborating through web-based tools, both groups can learn from each other and work together

It is the most frugal approach to leverage collective action across diverse groups in a single setting





# Proven Collaborative Methodology

Present ideas for group to reflect upon and prioritize

Locate areas of agreement to align actions

Distill responses from a cross-section of perspectives

01

02

03



# Accelerate BIG Impact, Faster

Together, we'll create effective solutions to complex problems, with authentic buy-in.

**Contact us** to set up a web-based innovative approach to collaboration *on your wicked challenge.*

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