



BALOONR CASE STUDY

Baloonr Levels the Playing Field for Distributed Team

"Output of the Baloonr process is incredibly valuable for everyone on the team – to have a vetted and prioritized list of ideas to pursue, makes you feel confident and secure that these ideas will make an impact no matter the scenario."

- Senior Technical Evangelist,
Microsoft

Overview

Microsoft (Fortune 50) is a multinational technology company that develops, manufactures, licenses, supports and sells software, services, devices, and solutions that help people and businesses realize their full potential. They are known for their innovations in personal computing and for leading the way in office software.

Industry

Computer Software, Computer Hardware, Consumer Electronics, Digital Distribution

Size

100,000+ employees

Microsoft & Baloonr

A Microsoft Senior Technical Evangelist knew he wasn't capturing all of the valuable information, feedback, and ideas from some of the brighter, quieter members of the technical team during conference calls and meetings. This is not an unusual occurrence. As research (<http://blnr.co/1TWo2r0>) has shown, in a typical eight-person group, three people do 70% of the talking, and early ideas tend to have disproportionate influence over the rest of the conversation. Even with regularly scheduled calls and well-planned meetings, having a distributed team that was spread out across the country made collaboration and discussions even more challenging.

He was ready for a new approach and sought a solution that increased productivity, provided everyone with an opportunity to contribute information and feedback, and helped better engage his team. Baloonr was up and running within one afternoon, and he was able to start getting valuable input almost immediately. The information, feedback, and ideas captured using Baloonr were greater in quality and quantity than before the rollout. The most significant value-add for Microsoft was the presentation of resulting data within Baloonr, which highlights the top 5%, 10%, and 25% of ideas from the group. This allowed the entire team to reach consensus and move forward in agreement.

"In literally an afternoon, we agreed that we were going to use Baloonr, and we were up and live within 2 hours. Thanks in part, to the great support of the Baloonr team. My favorite thing about Baloonr? I get vetted information and ideas in which I have a high degree of confidence because of a level-playing field, strong participation and engagement, and a bias-free process built on science and research."

- Senior Technical Evangelist,
Microsoft

Challenges

Distributed Team

Generating and capturing information, ideas, and feedback from a team distributed across the country in different time zones was always frustrating and unproductive. This was especially true for the technical members of the team when trying to work out the best options for moving projects and products forward.

Group Dynamics

Trying to garner input and capture ideas from the entire team was impossible due to diverse personalities and cultural dynamics in play on every call and in every meeting. There are members on the team who are very quiet, while other personalities dominate and take up a lot of the talking time. As a result, the ideas captured were always from the same dominant group.

Ineffective Tools

There was no tool in place for team brainstorming, discussion, and information gathering beyond a regular conference call and analogue processes. The same few people spoke from their perspective, and took up most of the call time. This limited diverse and innovative information and ideas from coming through, and there was no way to gauge team-wide support or enthusiasm for a given idea.

Results With Baloonr

Capture information and ideas at any time, in any place

No schedules to manage, and no struggling to set-up a call within multiple time zones. The team defined when they needed the information, and team members were able to participate according to their own schedules.

Eliminate identities and titles

The ability to advance thoughts anonymously (removing evaluation apprehension) was critical in expanding the quantity and quality of entries while also removing cultural norms that held back engagement on calls and in meetings. Baloonr also allows participants to first submit responses alone, removing production blocking. Studies (<http://blnr.co/2583XXu>) have shown that this approach maximizes the contributions of the group and is significantly more effective at getting the highest quality ideas and most accurate information to come forward during group brainstorming.

An easy-to-set-up, easy-to-use tool

Baloonr was an innovative approach to problem-solving, with which the team took less than an afternoon to get started. The results generated a clear, ranked, and filtered set of ideas in which the team and leadership felt confident pursuing.

100%

participation by team
on topics and questions
posted on Baloonr



About Baloonr

Baloonr is a bias-free app that levels the playing field, allowing companies to anonymously surface and prioritize information from any group. We help you eliminate group dynamics—like culture and workplace politics—and overcome logistical challenges—like remote teams and outdated processes—so you get the best and most information, feedback, and ideas from your group. Our customers say that using Baloonr is *“like putting on glasses for the first time.”*

For more information visit www.baloonr.com.

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