



How an interactive virtual meeting with 150 managers made innovating in times of crisis possible for the Dutch Ministry of Justice.

Challenge

One need that the Corona crisis of 2020 accentuated was a **need to innovate**. Organisations were doing that before already, but this crisis forced them to innovate twice as fast and adapt to these changing circumstances, as day-to-day practices evolved because of homeworking.

The challenge then, for most companies, was to find a way to **move forward with innovation while being unable to meet physically and host big innovation sessions with their different teams...**

One organisation found a way to innovate effectively with their virtual teams. The Dutch Ministry of Justice had already leveraged Synthetron for the first time at the beginning of the Corona crisis [to get in touch and connect with their people suddenly isolated and working from home](#). After being very pleased with the results and dynamic it had created in their teams, they used it again and turned it into a **powerful tool for virtual innovation**.

Their different departments had adopted new ways of working with their teams, had tried and tested different practices and it was time to now put the different departments together for them **to learn from each other** and implement, as an organisation, efficient new ways of working.

It all came together nicely for the organisation. They had been working already on a leadership program and a change program when the Corona times hit. **At this point, they found it important to share experiences around innovation with their top managers to be able to learn quickly from each other in an open setting.**



Output, Results & Impact

Many ideas have come out of it. It was a big step forward for identifying ways to



Our Approach

Innovation was the most important objective. There was a clear need to share ideas that could immediately be adopted and implemented by the managers.

To achieve this, it was decided to **organise a virtual meeting with all the managers from all the departments**.

The meeting was designed to combine Synthetron (the discussion and co-creation part) **with Webex** (to introduce, present and conclude the meeting). It was **divided in 3 cycles**, one per presented innovation initiative. All cycles were built as follows:

First, the team of 150 managers used **Webex** (a videoconferencing tool) so the entire group could listen to the manager who presented the initiative. He **presented and explained** his new practices and what he had learned. **(5min)**

Second, the different departments met using Synthetron to **discuss** and see if they could integrate some of these innovative practices in their own process: *"Could we do the same in our processes? Would it work for us as well?"*. **(10min)**

Third, Webex was used again for the organisers to **immediately react and conclude** on what had come out of the virtual discussions and what, based on these findings, the next steps would be. **(5min)**

improving processes across the various departments, **and this in just over an hour!**

The biggest added value for the organisation was that Synthetron makes it possible for the them **to use a videoconference tool like Webex alongside our e-dialogue platform**. This allows to start with a "one-to-many" format, then swiftly enter into separate conversations in the "many-to-many" format to go deeper, share innovations and learn from all participants.

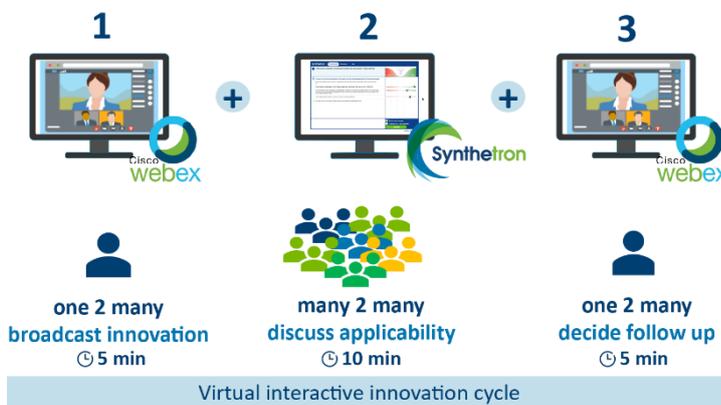
Adding many-to-many to video conferencing to co-create

The most well-known videoconferencing tools like Zoom and Webex **just do not have a good functionality** to allow people

sitting behind their computer, usually taking a passive role, to take a proactive role by **sharing and ranking their insights and opinions with those of others**.

By adding Synthetron to the mix, the organisers could **let everyone speak, react, debate and find out relevant insights** that, after just one hour, they could put forward and react on with Webex before concluding with concrete next steps.

The **Synthetron consultant** working on this case concluded: *"Without our tool, all you can do is get a person to give a long presentation after which you might be able to get a few people to respond, but it usually doesn't go above 10 people. It is really more of a 'one man show' or a 'few people show'. It remains limited when it comes to sharing and discussing topics. Which is essential to any innovation process."*



By combining Synthetron with their videoconferencing tool, the Dutch Ministry could turn two different tools into something new and powerful. Into a real tool for virtual innovation with big teams

More info on Synthetron

Look up
www.synthetron.com

Contact us
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Feedback from our client



Dick Schoof
Secretary-General at
Ministry of Justice and Security
The Netherlands

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Speaking remotely today with 150 managers and directors of the entire Ministry of Justice.

A successful session. Positive discussion about developments from @DJI_detentie and @IND_NL. Also nice contribution from @Politie.

Over Police work "within 1,5m" in practice.

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