

# Gearing You For Growth

Bursaries | **Business Skills** | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

## Kickstarting Your Business With Crowdsourcing

### Course Overview

Today's fast-paced marketplace demands that businesses think fast. Crowdsourcing can help all types of businesses keep on top of trends and stay competitive.

This one-day course will show you how to leverage all types of crowdsourcing (including microwork, macro-work, crowd voting, crowd contests, crowd wisdom, and crowdfunding) to kickstart your business' growth.

### Course Objectives

This one-day workshop will teach delegates how to:

- Define what crowdsourcing is and its value to businesses.
- Determine when crowdsourcing makes sense for a project.
- Describe the crowdsourcing process.
- Identify platforms and social media tools that can support your crowdsourcing campaigns.
- Describe the major types of crowdsourcing, including microwork, macrowork, crowd voting, crowd contests, crowd wisdom, and crowdfunding.
- Attract and engage your crowd.

### Prerequisite

There are no prerequisites.

### Target

This course is for any person looking for means to raise funds to inject into their business.

### Duration

- 1 Day



## Course Outline

### What Is Crowdsourcing?

To begin, delegates will learn what crowdsourcing is and where it came from. They will also review their pre-assignment and explore some terms related to crowdsourcing. To wrap up the session, delegates will consider the business value of crowdsourcing.

### The Crowdsourcing Process

In this session, delegates will learn about the six stages of the crowdsourcing process.

### Choosing Your Crowdsourcing Platform

Next, delegates will learn what a crowdsourcing platform is. They will also explore some popular platforms.

### Types of Crowdsourcing

This session will explore the major forms of crowdsourcing: crowd voting, crowd contests, microwork, macrowork, crowd wisdom, and crowdfunding. A capping group exercise rounds out this part of the course.

### Social Media and Crowdsourcing

In this session, delegates will learn how to use Facebook, LinkedIn, YouTube, and Twitter to support their crowdsourcing campaigns.

### Engaging the Crowd

Next, delegates will learn how to use the five C's to recruit and engage a crowd.

### Test Driving

To wrap things up, delegates will develop a list of tips and tricks to take away with them.