

A group of people are gathered around a table in a meeting. In the foreground, a laptop is open, displaying a word cloud on its screen. The word cloud contains terms like 'management', 'communication', 'mentor', 'wise', 'guidance', 'CEO', 'empathy', 'boss', 'direction', 'authority', 'patience', 'success', and 'initiative'. The laptop screen also shows a poll question: 'How do you define leadership?' and a poll ID 'LALYA to 22333'. A dark blue mug is on the table to the right of the laptop. In the background, other people are visible, some looking at the laptop and others looking towards the camera. The overall scene is a professional meeting or workshop.

Two change experts

use conversation

to break gridlock



Visionary leaders in organizational change use Poll Everywhere to engage workshop attendees at scale.

Goal: Keep the group focused and the material individually relevant

Jason Jay and Gabriel Grant, authors of the book *Breaking Through Gridlock: The Power of Conversation in a Polarized World* lead workshops that teach leaders how to spark change in their organizations and communities. The process revolves around conversation. Jay and Grant sought to incorporate that interactivity into their workshop design as well. They also needed to solve the perennial challenge of delivering a group workshop at scale that also speaks to each individual - while not losing anyone along the way.

Solution: Facilitate reflection at scale

Before Poll Everywhere, Jay and Grant separated attendees into pairs for reflection exercises. However, they found the ensuing conversations veered off topic, were hard to track, and even harder to address. When they deployed open-ended poll activities to the entire group, instead of breaking into pairs, conversations unfolded on-screen. Suddenly, they could facilitate the entire group, addressing individual concerns and bringing everyone along.

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It's been essential for understanding the experience our audience is having, as opposed to imagining the experience they're having.

Gabriel Grant, co-author of
Breaking Through Gridlock

Bonus: Address universal concerns and share learnings

When conversations were happening in pairs, Jay and Grant might overhear a concern or question as they walked among the attendees. They would immediately address the issue with that pair. But if someone else had the same challenge, they'd miss the response - and the camaraderie. When the conversation moved on-screen, it was clear the concern was shared and the entire group could benefit at once from Grant and Jay's advice and the following discussion.

Impact: Inclusive engagement - no one gets left behind

“With Poll Everywhere, we can tell where we're losing people, and speak to each of those people within the process, because we can see the whole conversation. We don't leave anybody behind.”

- Gabriel Grant

Deliver workshops that focus groups and engage individuals.

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