



CEREBRAL PALSY ALLIANCE

ENTERPRISE CASE STUDY

IDEASCALE



Cerebral Palsy Alliance

Learning From Frontline Experience

Cerebral Palsy Alliance is a large, Australian nonprofit providing services to children and adults with cerebral palsy and their families. Founded in 1944, it was the first organization in the world for people with cerebral palsy and has a long history of innovation.

Recognizing that some of their best ideas come from people living the experience (clients, families, frontline staff), Cerebral Palsy Alliance wanted to capture and grow a **fertile ecosystem of ideas and place their communities at the heart of this process.**

In early 2012, Cerebral Palsy Alliance launched “The Innovation Hub” as an IdeaScale-powered ideas forum for employees. This program’s success later led to the creation of a public-facing ideas forum that reaches Cerebral Palsy Alliance’s external communities.

The Innovation Hub is integrated into Cerebral Palsy Alliance’s intranet and includes a WordPress innovation blog. Its successes to date include:

- **An ongoing innovation campaign**, with both online and offline promotion that includes an “Innovation Roadshow” that tours Cerebral Palsy Alliance facilities around the state, monthly presentations to new staff, and innovation sessions at leadership development.
- **A streamlined and rigorous idea process that filters all ideas through a panel of frontline staff.**
- **Over 100 ideas in their first few months.** Three ideas have now been selected for incubation. As a reward for participation, each ‘incubation team’ includes the employee who posted the idea.
- **30% employee participation in just the first few months.** In this way, the IdeaScale community helped in the identification of new innovative talent.
- **An increase in employee-satisfaction.** Cerebral Palsy Alliance has noted an overall report from the staff that they feel both “heard” and “valued” since the program launch.

“The project aimed to drive responsiveness and innovation in the design and delivery of services for clients and families, and improvements to our business systems and processes,” said Robyn Cummins, Manager Knowledge Brokerage at Cerebral Palsy Alliance, “IdeaScale has helped us to meet those objectives. The product was quick to implement, easy-to-use and administer. The Knowledge Base documentation is very clear (even for non-technical people) and the IdeaScale team is responsive to their customers and hugely supportive of our project.”

Cerebral Palsy Alliance is keen to continue to listen and work collaboratively with clients, families and staff to build a brighter future for people with cerebral palsy. IdeaScale is glad to help them do it. For more information about Cerebral Palsy Alliance, visit their site at cerebralpalsy.org.au.