CONCEPT

Collective Intelligence: Crowd Wisdom, Forecasting and Human-AI Teams

14 – 18 June 2027
Amsterdam - Zuidas business district hotel



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Introduction:

Many organisations make high-stakes forecasts and strategic bets with a handful of senior voices, while the dispersed judgement of staff, partners and customers goes unused. Collective intelligence offers a disciplined alternative: designing how groups, crowds and algorithms pool what they know so that the combined judgement outperforms any single expert. This Core Concept course equips experienced leaders to engineer those conditions, choose aggregation mechanisms and avoid herding and cascades. Participants produce a Collective Intelligence Design Blueprint for a case decision or open innovation challenge.

Course Objectives:

- Diagnose whether a group or crowd meets the diversity, independence, decentralisation and aggregation conditions for accurate collective judgement
- Select and run structured elicitation methods such as Delphi rounds and nominal group technique for estimates and forecasts
- Design internal crowdsourcing and open innovation challenges with defined problem statements, solver pools and reward structures
- Set up prediction markets and forecasting tournaments and score participants on calibration and accuracy
- Configure human-AI teams in which algorithms and people each contribute where their judgement is strongest
- Measure the collective intelligence of teams and platforms and correct herding, cascade and polarisation effects

Target Audience:

- Leaders who sponsor strategic bets, portfolio choices and forecasts that depend on pooled judgement
- Innovation and open innovation leads who run challenges with employees, partners and external solvers
- Strategy and foresight staff who prepare scenarios, risk outlooks and demand forecasts
- Knowledge and insight managers who operate communities, expert networks and contribution platforms
- Data and AI programme managers who combine model outputs with expert and crowd input
- Policy and research managers who consult large stakeholder groups before decisions

Course Outline:

Day 1: Collective Intelligence Foundations and Group Judgement Diagnostics

- Collective Intelligence Definitions: Emergent Group Problem-Solving Beyond Individual Expertise
- The Collective Intelligence Factor c and Its Weak Link to Individual IQ
- Wisdom of Crowds Conditions: Diversity, Independence, Decentralisation and Aggregation
- Crowd Accuracy Mechanics: Error Cancellation in Averaged Estimates
- Decision Portfolio Audit: Where Pooled Judgement Could Replace Lone Expert Calls

Day 2: Aggregation Mechanisms and Structured Elicitation Models

- Delphi Method: Anonymous Iterative Rounds and Controlled Feedback
- Estimate-Talk-Estimate and Real-Time Delphi Variants
- Nominal Group Technique: Silent Generation, Round-Robin and Ranked Voting
- Aggregation Rules: Mean, Median, Trimmed and Weighted Crowd Estimates
- Collective Intelligence Design Playbook: Mapping People, Data and Technology

Day 3: Crowdsourcing, Prediction Markets and Forecasting Tournaments

- Internal Crowdsourcing Campaign Architecture: Solver Pools and Problem Statements
- Open Innovation Challenge Design: Prize Structures, Eligibility and Intellectual Property Terms
- Corporate Prediction Markets: Virtual Currency, Contract Design and Market Liquidity
- Forecasting Tournaments: Question Writing, Resolution Criteria and Brier Scoring
- Collective Sensemaking Protocols for Weak Signals and Ambiguous Evidence

Day 4: Failure Modes, Contribution Incentives and Human-AI Teams

- Groupthink, Information Cascades and Group Polarisation Countermeasures
- Herding and Social Influence Controls: Blind Submission and Sequencing Rules
- Contribution Platform Design: Reputation Points, Recognition and Participation Evenness
- Human-AI Team Configurations: Algorithmic Aggregation, Human Swarms and Hybrid Review
- Collective Intelligence Metrics: Turn-Taking Evenness, Social Sensitivity and Forecast Calibration

Day 5: Case Work: Collective Intelligence Design Blueprint

- Case Pack: Product Launch Forecast and Cross-Sector Open Challenge Evidence
- Mechanism Selection Matrix for the Case Decision or Innovation Challenge
- Crowd Composition and Incentive Plan Drafting
- Collective Intelligence Design Blueprint Build: Mechanism, Platform, Metrics and Governance
- Blueprint Defence Before an Executive Decision Panel

Skills You Will Gain:

- Crowd Condition Diagnosis
- Delphi Panel Management
- Estimate Aggregation
- Prediction Market Design
- Forecast Calibration Scoring
- Crowdsourcing Challenge Architecture
- Cascade and Herding Mitigation
- Human-AI Team Configuration

Why Attend This Course:

- Leave with a Collective Intelligence Design Blueprint for a real decision or open innovation challenge, defended before a panel
- Replace single-expert forecasts with pooled estimates whose accuracy can be tracked and compared over time
- Spot the moment a group starts copying itself and apply controls before a cascade distorts the decision
- Compare crowdsourcing, forecasting and human-AI practices with peers from several sectors and organisation types

Conclusion:

Groups outperform individual experts only when their judgement is gathered and combined by design. The course moves from the conditions and mechanics of crowd accuracy, through Delphi, nominal group technique and aggregation rules, to crowdsourcing, prediction markets, forecasting tournaments and collective sensemaking, then to failure modes, incentives, human-AI teams and measurement. The final day applies these mechanisms to a case and produces a Collective Intelligence Design Blueprint ready for executive review.