



ZOMBIE HUNT GUIDE

Zombie Hunts can be a solo activity or they can be done across a team or an entire organisation.

If you plan to run a larger-scale Zombie Hunt, there are three key parts to think about:

- a clear communication plan
- a decision-committee with appropriate authority to make decisions
- the Zombie submission process itself



Here are some tips to ensure success:

Basic software is all you need



When we ran a Zombie Week at Inventium, we created a simple Google Sheet that asked people to nominate their Zombie by writing it into a row in the sheet along with their name. The Zombie committee used this Google Sheet to record their decisions and the team could see the decisions being made in real time.

Use clear and objective criteria



...and be transparent as possible with your decisions. The clear and objective criteria avoided people taking any killings personally.

Communicate the “why”



If people think you are killing things just for the sake of it, it's not a great way to inspire motivation. However, if people can see you are trying to free up space to innovate and try new things and ensure people are not overworked or burning out, that completely changes people's perceptions of the value of killing Zombies.

Consider looking for Vampires too



Vampires are projects they are sucking the life out of a company – but at their heart, there may still be some value to be retained. At Inventium, we not only looked for Zombies, but we also looked for Vampires – instead of just killing them, people specified the Vampire and how it could be changed or resuscitated so it could start adding value.

Provide closure



Finish your Zombie campaign with a symbolic event whereby Zombie artifacts are “killed”. And importantly, share the results of the campaign with the business. When one of Inventium's clients ran a Zombie week, 19 Zombies were killed, resulting in significant financial savings as well as 75 hours per month of staff time being reclaimed.