CauseCraft quick kit · Zillow: buying the forecast

Print at 100% (actual size), single-sided. Cut out the six cards along the corner marks.

F02

Zillow: buying the forecast

SCAN CASE

Zillow wound down its home-buying business. Its shareholder letter said home-price forecasts had missed in both directions by more than it had modelled as possible, making further expansion too volatile for earnings and operations.

November 2021

C05

The system optimised the wrong objective.

C07

The real world was different from the test.

C12

Success in one setting was mistaken for success everywhere.

C13

They scaled the exposure faster than they learned.

C21

Too much had been invested for anyone to cancel it.

Deal the failure card face up in the middle of the table. Deal one cause card face down to each person. With fewer than five people, leave the spare causes out.

Each person scans the QR code on the failure card with a phone, chooses their cause, and copies the prompt into your organisation's approved chatbot.

50 mm: measure this line to check the print scale

How to play · 40 minutes

1. Deal · 5 min Read the failure card aloud. Everyone takes a cause card: the reason they will argue, believe it or not.

2. Draft · 12 min Work with your organisation's approved chatbot to write one persuasive paragraph of 100–140 words. Keep the facts as reported. Invent no figures, quotes, sources or motives.

3. Read · 8 min Label the paragraphs A to E. Each person reads theirs aloud. No reactions until all have been heard.

4. Rank · 8 min On your own ballot, rank every paragraph, including yours, from 1 (most persuasive). Use each number once.

5. Discuss · 7 min Reveal. With N people, rank 1 earns N–1 points; leave out each writer's vote for their own paragraph. Who rated their own paragraph higher than the table did? Was the winner right, or only persuasive?

Private ballot · F02 Person _____ Round _____ My paragraph was _____

A _____ **B** _____ **C** _____ **D** _____ **E** _____

1 = most persuasive. Use each number once. Include your own paragraph. Keep this private until every ballot is in.

Private ballot · F02 Person _____ Round _____ My paragraph was _____

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Full rules, scoring and debrief questions: https://causecraft.industrial-linguistics.com/rules/