

How to motivate participants (sponsor video and motivational text)

To motivate your participants to engage in your Qvest, you must record a **sponsor video** and create a **motivational text** that makes people curious about your **topic**.

Qvest page: **Tre** key elements



Designing and developing our Global Support Services

Purpose

We are moving ahead with our Global Support Services project, and would like to engage you in the journey. We are doing this through a new tool called Qvest that will involve all of us.

All you need to do when the Qvest starts on Wednesday is ask a question relating to the Global Support Services project, that you would like answered. And then select the person you would like to answer your question. If you are selected to answer a question, you should answer the question and then you are allowed to ask a new question – thereby keeping the Qvest rolling.

As you have probably heard or read the project team is maturing their thoughts and ideas on how our new Global Support Services will look like - and what role it will play. As the project goes from design to implementation we will rely on all of us to make that vision come true – either as a direct member of Global Support Services or as an internet stakeholder. Therefore we want to tap into our collective minds, and understand what matters to us.

When the Qvest starts on Wednesday, you will receive an email telling you what to do.

Topic

To set a direction, you need a topic that's:

1. Important for your strategic agenda
2. Relevant to your participants

Sponsor Video

To motivate participants, you need sponsors who:

1. Have the overall responsibility for the topic
2. Are willing and able to act on the input

Motivational text

To mobilize participants, you need a text that:

1. Makes it easy for participants to understand the urgency
2. Explains how the Qvest topic relates to their everyday work
3. Describes how easy it is to contribute to the overall purpose

The Qvest topic is the focal point in a Qvest. It's the short and precise headline that tells your participants what they should exchange questions and answers about (learn more about [how to pick a great Qvest topic](#) in the help center).

Sponsor Video

When recording the sponsor video, it is important to focus on the WHO rather than the WHAT:

If the sponsor(s) answer 3 x WHO...

- Who are we – the sponsor(s)? (Show **passion** and **curiosity**)
- Who are we doing this for? (Share your hopes for the **impact**)
- Who are the other participants? (Create sense of **community**)

... People will ask themselves and each other:

- Who are we in this, and how can we contribute?



As a sponsor your role is to demonstrate that you are **curious** about what other people think about your initiative and **committed** to making it a joint quest.

To demonstrate your curiosity and commitment, you might want to:

- Show and tell that it's okay not to know all the answers - or all the questions!
- Encourage people to embrace and explore what makes them curious and connect with each other – this is not about asking the CEO questions, but about exploring the transformation and establishing our new culture together
- Say: There are no stupid questions or wrong answers, we are all exploring and learning – together!

If your participants haven't participated in a Qvest before, it is also important to say a few words about why you are inviting people to ask questions of each other – instead of responding to standardized questions in a traditional survey.

Here is some inspiration on how to talk about Qvest and the value of exploring each other's **questions**:

“Nobody knows all the answers at this stage in our transformation – in fact, nobody knows all the questions either. This means that we have to be curious together, and explore what's important for us to succeed with our new strategy.

In the executive team we want to invite everyone to be curious with us, and we want to use our collective insight to shape our new organization. Together.

Qvest is a digital tool that can help us do that, so I very much hope that you will accept my invitation to be curious and ask questions of one another.

Unlike traditional surveys, everyone asks questions in Qvest. It's not about asking the “right questions” or knowing the “right answers”. Instead it's about exploring what's important to us in this transformation.”

See example of a sponsor video here: [Welcome to our Qvest](#)

Motivational text

The motivational text must:

1. Make it easy for participants to understand the urgency of the overall purpose with the Qvest. Answer: Why is this important now? (**Brief**)
2. Explain how the Qvest topic relates to the participants' everyday work. Answer: Why are we asking you to participate (and not others)? (**Clear**)
3. Tell the participants what they need to do to contribute to the overall purpose. Answer: How does Qvest work, and how will executive management use the results? (**Easy**)



Here's an example of a motivational text:

The 2025 strategy and new organisation makes [company name]' ability to develop and grow capabilities more critical than ever, in order to stay competitive in an ever-changing marketplace. We have committed to the ambition of [company name] being a world class place to [vision].

We are at the early stages of building the [organization/program/strategy] viewpoint and believe you hold critical questions and perspectives that will help us create something that is exciting and impactful for our people. We will use the Qvest dialogue to understand what are the questions on your mind and views on this topic, so we can focus on the right things with our action.

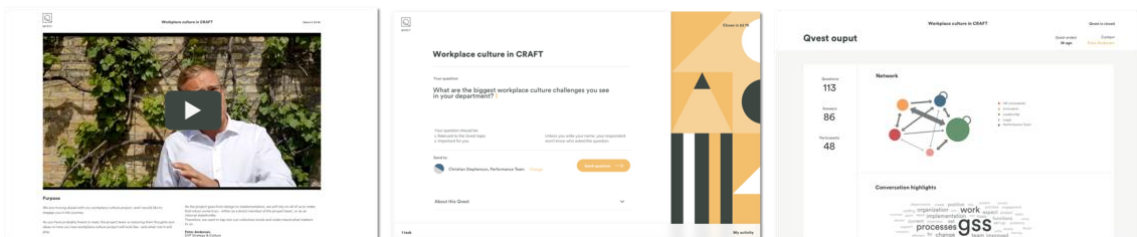
When Qvest closes, the output is aggregated and de-personalised. The analysis is shared with you immediately, so you will get high-level insights into the themes picked up through the dialogue. Further, we hope to get insights into what's working, what needs improvement and mobilise quickly around the priorities for [company name] as a [vision for the organization].

Do keep an eye out for the Qvest email tomorrow asking for your first question.

Announcing an upcoming Qvest

In addition to the topic, video and motivational text in the system, we recommend that you announce your Qvest on your intranet or at a physical or virtual event. Here is an example of an announcement slide:

Sponsor: Communication (announcement)



1. On Monday, you will receive an invitation with a link to the Qvest-page, where I will provide a short introduction to our Qvest. You receive all information via e-mail.

2. On Tuesday, you will ask each other one question and pick a recipient. Those of you who receive questions are asked to answer and pass on new questions - like in a relay.

3. On Friday, our Qvest will close and you will automatically get access to the output-page that shows the total result.

On average, a Qvest-participant uses between 5 to 20 minutes on asking and answering questions.