

Customer	COM•DTU / Department of Photonics
Task	Through a full-day workshop, MillerQuest helps COM•DTU to move the focus of 120 employees towards a common essential goal: to work proactively with the recruitment of new students, i.e. to attract more customers to the business to ensure that COM•DTU will still be able to be at the forefront at an international level as regards research, education and innovation within telecommunications and optics.
Origin	COM•DTU experiences, like many institutions of higher education, a general decline in the interest of the Danish students in the scientific subjects. Consequently, they act proactively to meet the challenge and start a long development process through a starting workshop. An idea catalogue is developed containing new initiatives which move the focus to ensure that all employees stand together to reverse the development. In addition, all employees are given the opportunity of gaining influence on the common future.
Solution	To be able to lift the task involving 120 employees and 11 different target groups which all need to be considered, 18 internal hosts of the table are trained as facilitators. In this way, the methods are embedded internally and support for the process is created even before the workshop is launched. The day is characterised by an approving way of thinking which means that the starting point is what already works compared to COM•DTU's 11 different target groups. We work with successes, challenges and opportunities, all spiced with various energizers throughout the day. The workshop is formed as a café dialogue where focus is on separating opening and closing thinking. In addition, different idea exchanging techniques are used which link the dialogue across the groups. Finally, the participants' competitive gene is aroused through small spy tasks as well as a vote regarding the individual groups' presentations of the new ideas.
Results	<ul style="list-style-type: none">• Idea catalogue with activities which may support the strategy in the recruitment area• Employees who start to stand together
Testimonial	<p><i>"As far as I am concerned the effective aspect of what we've done so far is that we have started to discuss things. It has surprised me that we have become a group. In the beginning, the atmosphere felt a little negative, but I think we've gotten past that, so that's positive."</i></p> <p>Jacob Dahl Andersen, participant</p> <p><i>"COM•DTU used MillerQuest to design and manage a seminar day consisting of two workshops. In the preparatory work as well as during the day, MillerQuest demonstrated its large commitment and overview. The event was well prepared and well structured with the result that we benefited optimally from the day. It has been a great pleasure to work together with MillerQuest."</i></p> <p>Lars-Ulrik Aaen Andersen, Ph.D. Deputy Director, COM•DTU</p>