

# Join The Qmarkets Catalyst Network!

## What is an Innovation ‘Catalyst Network’?

While the Qmarkets innovation platform allows you to make an incredible leap in your ability to scale internal innovation, it will be much more challenging to do it all on your own. Delegation of responsibilities is a key success factor for every manager, and even more so when it comes to scaling innovation across your company.

The Catalyst Network methodology, developed by Qmarkets’ experts, **is the most effective way to build a dedicated network of individuals**, who can then manage idea campaigns in separate segments of the organization or leading dedicated use-cases. **These individuals will act as your catalyst to create a successful company-wide innovation program!**

### The Qmarkets Difference

At Qmarkets our experts have worked with hundreds of companies, and **we know how innovation teams operate, what challenges they face, and what limited resources they often have**. Based on our experience, following this methodology will not only reduce your work burden but will also increase the chance of achieving a successful and performance-driven process.

We know that building an established catalyst network sounds like a lot of work initially, and we’ve noticed that a lot of innovation teams are struggling with either identifying relevant stakeholders or onboarding them successfully to run their own innovation campaigns.

While we can’t replace internal knowledge and experience, we can definitely support you in this endeavor with our accumulated knowledge and best practices.

### A Note on Decentralized Idea Management

**The innovation strategy will still of course be defined and led by the core innovation team. Your catalysts will help you spread it through the organization and embed it within your organizational culture. They will be empowered to assist you in the delivery of your overarching innovation objectives. It’s up to you to decide how much responsibility and control you give them, but no matter what, it will undoubtedly help you to scale success!**

# So, How Does it Work?

Qmarkets will help you through the following steps which are required to successfully build your network:

## 1. Identify Your Potential Catalysts

At this point you need to identify the innovation hub users who have the capacity to take on a leadership role in the system. It could be members of your innovation team, active leaders within separate teams or business units, or even just active users who volunteer to become more involved! Qmarkets can help you identify these potential catalysts by analyzing past data and user behavior. **Contact your CSM to inquire about our 'Community Dashboard'.**



## 2. Onboard Them to the Catalyst Network

Once you've identified your potential catalysts and convinced them to be part of the innovation journey, all you have to do is 'subscribe' them to **the Catalyst Network**, and they will receive all the materials and self-training tutorials needed to get started. All you have left is to add internal inputs and guidelines on your existing methodology and they're all set.



## 3. Watch them Become Full-Trained Catalysts!

The kit is based on an email subscription that delivers the kit in digestible portions for gradual training. This is the summary of what's included:

- ✓ Short **video tutorials** and one-pagers covering the main topics each potential campaign manager should know:
  - Points to consider when launching a campaign
  - How to compile a communication plan
  - How to utilize reward & recognition to maximize engagement
  - How to setup the campaign on the platform and manage the activity
- ✓ Access to **Qmarkets' customer community site**, which is packed with valuable materials and best practices, and allows them to share their own



### Our Catalyst Network

From here your users will be able to easily subscribe to the catalyst network, and from there we take care of the rest!

[Subscribe Now!](#)

### Our Customer Community

Explore our customer community to see what your catalysts will be getting and access all our insight-packed materials.

[Visit Our Community](#)