Creating a Virtual Journey

To create a motivating and collaborative goal for your walking challenge, create a “virtual journey” to take with your co-workers. Here are five steps to help make it easy to develop and reach your walking challenge goal for your workplace.

1. WALK THE WORLD!
   The destination is up to you. Your virtual destination might be a work related location, for example, if you have an upcoming conference or training in another country or state, or if you are collaborating with another institution, you can suggest one of those places as your goal destination. You might also try to go international, visit some tourist hotspots, or coordinate the journey with an upcoming international event such as the Olympics or a large festival.

2. SET A REACHABLE GOAL.
   You’ll need to work out a realistic target for the duration of your challenge. You can use a pedometer to estimate roughly how far your team walks in a day to figure out how far you could walk for your challenge. This will help you figure out a destination and time frame for your challenge that is not out of reach. For example, if your challenge is two weeks long and you have 10 people in your office, it is highly unlikely that you will be able to walk to Paris and back in such a short time!

   To help you estimate a reasonable goal, have some of your co-workers record your step counts with a pedometer over 3 days. For the purposes of the challenge, estimate that 1 mile is around 2,000 steps. For example, walking an average of 6,000 steps a day would be approximately 3 miles each day. Using this information you should be able to work out approximately how many miles each team member could walk over the duration of your challenge. Based on that information, you can pick a location and adjust the length of your challenge to give enough time to walk to that location, or you could pick a length of the challenge and find a destination that you would be able to reach in that amount of time. You might want to increase the target goal slightly to motivate you to find ways of walking more, but keep it realistic!

3. MAP YOUR ROUTE
   There are a number of websites you can use to work out distances in miles. Here are a few links:
   - www.mapmywalk.com
   - www.maps.google.com

4. CHART YOUR PROGRESS
   Think about how you could chart your progress. You could pin a route map to the office notice board or send your team a short email update each week with screenshots or pictures. This is a good way to keep staff motivated and to spur them on to keep walking. This website provides printable and interactive maps that you could use to chart your progress.
   http://mapmaker.education.nationalgeographic.com/

5. CELEBRATE MILESTONES
   Celebrate reaching significant milestones, like reaching 100 miles, a particular destination on the way to your goal, and your final goal. You could buy some little prizes, or perhaps have a lunch or small celebration. You could write something for your staff newsletter or even send an article in to your local paper if your goal has a meaningful story behind it. At the end, have a way to recognize everyone for their participation and the journey you all have taken together.