

mebook.



# MEBOOK - MAKES THE INDIVIDUAL SHINE

Mebook is a cloud based digital service which enables you as a consultant to extend and strengthen your efforts in a leadership development process. It's a dialogue support you can use to follow up, measure and trigger.

Mebook takes an individual from promises to long term effect.

# WHAT IS DIGILOGUE?

To work in a digilogue way is all about going from words to action.  
From conference room to the everyday.

The digilogue process is all about combining analogue experiences with digital support, which creates long term sustainable development. For example, Mebook can be used in a leadership development programme to drive the process in the time between the analogue meetings. By sending tasks, reminders, tips and feedback digitally to the individual, you can make sure that the changes they decided to make in the room, actually happen.



Analogue meeting, for example in a leadership development programme, where each individual creates their own action plan.

## Let's make a difference!



The individual keeps working independently in Mebook, with the support of for example follow ups and tasks.

You support, follow and coach their development, digitally through Mebook.



Both you and the individual get maximum effect from your invested time, and true change has been made.



# MEBOOK IS REALLY EFFICIENT

## MEASURABLE

**But how? Well, like this:**

By using 360 Special, the development of the individual becomes measurable. With 360 you can increase the possibility of development for an individual, with feedback from others and self reflection gathered in one place.

## TRAINING

With the library of tools available in Mebook, the individual is continuously trained in development - in the everyday. This is done through tasks and reminders, which follow up and triggers, amongst other services.



## SUPPORT OVER TIME

The fact that Mebook is digital makes it easy to keep supporting individuals through their development over an extended period of time. In real time, you get to see the changes that are made - or aren't made - and can give direct feedback on it.

# LEARNING GROUPS IN MEBOOK



## **DIVIDE INTO LEARNING GROUPS**

It's easy to work with smaller learning groups in Mebook, who follow and support each others development.

The members in a learning group will automatically become each others followers, and get to see and give feedback on each others reflections regarding tasks and follow ups.



## **PEER-TO-PEER**

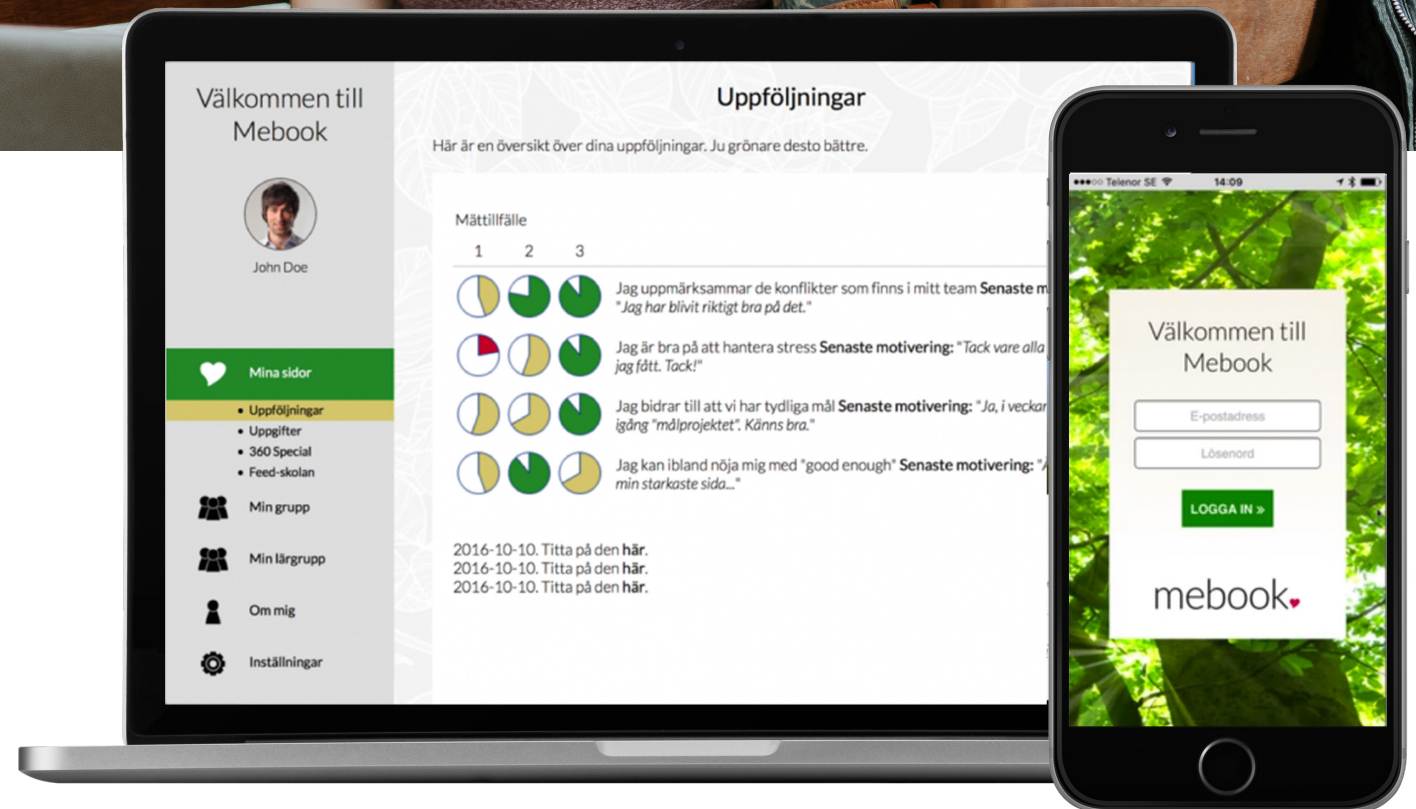
By letting the members of a learning group see and give feedback on each others reflections regarding tasks and follow ups, Mebook is supporting peer-to-peer-support.

This way, the individuals get to develop their skills in giving and receiving feedback, which they can also use when they're working with their team at work.



# WHAT SERVICES ARE AVAILABLE IN MEBOOK?

You tailor Mebook to suit every individual perfectly, by choosing what services they should use. Here are some of the services you can choose between.





# 360 SPECIAL

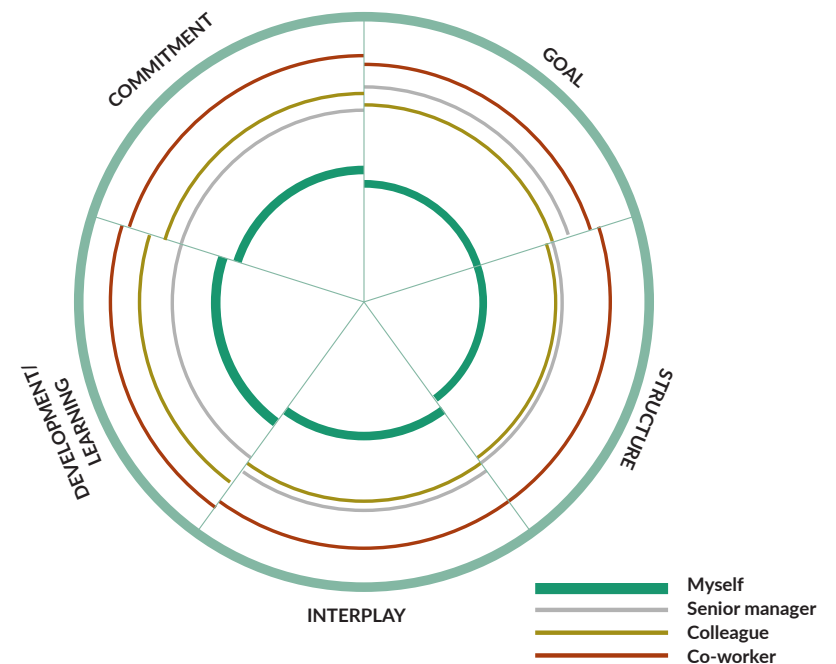
Provides an overview of development.

360 Special makes it easy to create and send out 360-measurements concerning an individual. The results are gathered and summarised neatly in Mebook, and it's a way to increase the possibility of development for an individual. This is done by gathering both feedback from others and self reflection regarding different areas.

360 Special gives you a unique chance to create your own 360-measurements in Mebook, tailored to fit a specific organisation or individual perfectly. There are also ready-made measurements you can use. You as a consultant

decide if you should pick the respondents, or if that's a job for the individual themselves.

The foremost purpose of 360 Special is to provide a good basis and starting point for personal development. It helps individuals gain a structured image of the way the people around them see them right now. It doesn't say anything about their future potential, and it doesn't give them an image of who they are or will be. It only gives the feedback on what the people around them perceive what they've done and how they've behaved up until now in different relationships and circumstances.





# TASKS

Tasks that support the development of the individual.



## Storytelling - an ancient method for creating commitment

The memory of human beings is very interesting.

Often we remember what it was like to learn how to ride a bike as children, or what we had to eat the last time we visited a restaurant. But we rarely remember the last powerpoint we saw, and definitely not the one before that. We know this, but we still continue to present in the same way, with the same designed picture, and we hope that our co-workers will not only remember it, but also act according to the message of the presentation.

Try a new way of presenting!  
Storytelling is just like what it sounds like - it's about telling a story. To mediate a message or forwarding a message through talking. This has been done for a very long time. But what makes storytelling work? The answer to that question is something as simple as our emotions. Storytelling has a genuine power that evokes emotion, creates commitment and community.

### YOUR TASK

Think about how you communicate important messages about the future (your goals), your choices (your strategies) and your relationships (your culture) in your organisation today.  
Do you only speak to your co-workers logic, or do you try to impact them emotionally, which we know makes people remember better? What could you change in your formulation to make people remember your messages better? Could you use Storytelling to a greater extent, when it really matters?

The tasks in Mebook are there to increase competence, inspiration, training and to remind the teams, but also to create openness and focus.

There is a large library of ready made tasks in Mebook, but it's also easy to create new, tailor made tasks.

The tasks are automatically sent out to everyone in the team as an email or app notification - once a week, every 14 days, once a month - you decide the pace.

In each tasks, the individuals can reflect and make comments. This makes it so the task in itself both offer support with its content, but also creates more openness and understanding regarding the thoughts of everyone else in the group.



# FOLLOW UPS

Follow ups that drive change.

The follow ups in Mebook gives you the opportunity to continuously follow up how the individual is doing with their promised changes.

You choose the pace of how often the individual answers questions regarding how they feel they're doing with the promises they've made to themselves and others. When they answer, they also get to reflect and motivate why they've given that answer. The following week,

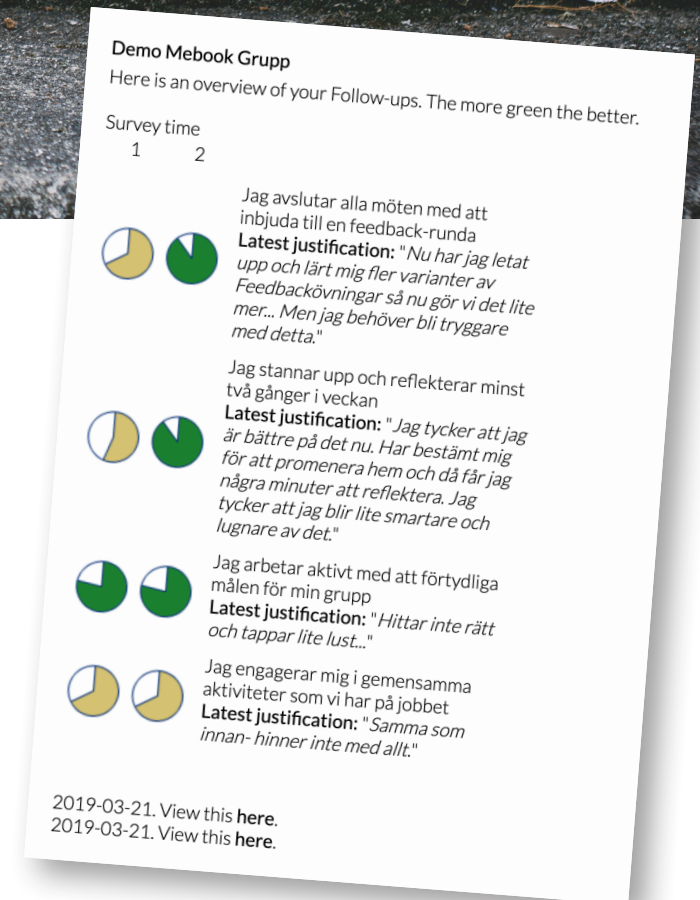
they'll receive a summary which shows them how they're doing. The summary is shown in an educational way that's easy to understand, using "princess cakes" that are either red, yellow or green and have different size slice taken from it, which reflect the results.

You and the individual get a clear overview of what changes are working, what questions the individual might need extra support in and most important:

that the individual themselves are responsible for change to happen.

You customise the follow ups to suit every individual according to their desired behavioural changes. You can also change the questions at any time to reflect where the individual is right now.

A notification/email is automatically sent to the individual with a link when it's time to answer a follow up.







# A SNEAK PEEK

There are some other services available in Mebook, here's a sneak peek of two of them.

## THE FEED SCHOOL

The feed school is a speciality in Mebook, which contains 15 individual tasks regarding Feedback, Feed Forward and Feed Now.

All tasks in the Feed School are individual, and are meant to increase the “feed culture” of the individual.

## PROGRESS

On the progress page, you'll find a summary of all the follow ups for every individual. Therefore, it's easy to see and follow how the development is progressing in regards to the goals the individuals have decided on.