

## ACT2MANAGE APP - CLIENT CASES

### International Telecommunication Company – Leadership Development? Go Digital!

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#### **Situation:**

In line with the global digitalization initiative of the company, the Hungarian HR team decided to look for a mobile learning solution for leadership development. They required an on-demand, on-the-job mentoring tool that helps managers in their daily people management problems and offers tips to turn their knowledge to action. A handy application that provides scientifically sound but easy to digest, practical suggestions. It was also important that the app is gamified, likable and funky, so very different from existing e-learning solutions designed for the same purposes. However, they did not find any such application on the market.

#### **Solution:**

The Hungarian company partnered with a non-conformist Hungarian leadership development and change management firm with digital knowledge distribution experience to design and develop a mobile app that would fit their requirements. A year after the initial discussions, Act2Manage app was implemented for the 600 managers of the company. Learning challenges were announced regularly, linked to current company hot topics.

#### **Result:**

In the second year, some managers started requesting app access for their front line team leaders, who really appreciated this hands-on support. Based on this experience, the Hungarian company decided to extend the program to team leader level in the third year, adding 700 new users. Since the implementation, several other companies have also shown interest in using Act2Manage as a part of various leadership development programs.

### Telecommunication SSC – Challenge the Talents!

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#### **Starting point:**

A 6-month *Potential Successor Program* was commenced at the company in September, 2016. The classroom training element was designed and delivered by a local external service provider. As a first step, a training needs assessment took place by means of a simulation tool, which was followed by a series of two-day on-site workshops focusing on leadership topics emerging as development needs in the participant group of 30 talents.

**Solution:**

*Act2Manage* app was selected as a cost-effective digital follow-up tool to help participants turn their knowledge into action. To make use of the app's gamified functionality, challenges were announced directly linked to each in-person training event. An attractive prize was offered for those participants who completed all the three challenges and acquired the highest number of badges in the application. Badges are awarded for various activities relevant to personal development, such as completing any further topics, making specific commitments in the app, or finishing the *Basic*, *Advanced* or *Professional* levels. Therefore, several users went on to complete micro-learning contents beyond the original scope of the development program.

**Outcome:**

*Act2Manage* app is a mobile learning tool that fully builds on the self-motivation of its users, nothing is enforced or compulsory. 70% of the program participants chose to use the application to help them turn knowledge into action. 86% of our app users browsed micro learning topics (291 altogether) and 76% continued the learning process and filled out quizzes. Half of the users made commitments in the application (126 commitments). 38% of the users could be regarded as most active. On average, they each collected 365 points, went through 34 micro learning contents and made 15 specific commitments during their program.

## Automobile manufacturer – From Managers to Leaders

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**Challenge:**

The Hungarian factory of the company runs an internal preparatory program for management assessment centers that qualify candidates for more senior leadership roles.

**Solution:**

To ensure that a higher percentage of candidates pass the assessment, they set out to provide them an additional team coaching program combined with *Act2Manage* app access for a period of 15 months.

**Result:**

All participants have successfully passed the next assessment. This was significant improvement as opposed to earlier statistics.

## European financial services company – Focus on People!

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### Setup:

In 2016, the company started an international program to ensure that managers place stronger emphasis on their people management responsibilities and customer focus, regardless of the fact if they run a client facing team or a back office department.

### Solution:

As managers had gone through several training sessions in the past, local HR decided to support this program with an innovative mobile learning tool, Act2Manage app. 60 management team members became users of the application. They were challenged bi-monthly to complete app topics linked to the key areas of the global initiative.

### Outcome:

As an additional outcome, about one-third of the user group, driven by their self-motivation, took a systematic approach and went through all or most of the micro-learning contents of the app. It means that in a period of 12 months they reviewed practical suggestions for up to 120 typical management dilemmas in 25 topics and three levels from basic to professional, and made dozens of specific commitments to transfer their learning into daily action.



Contact us:

[act2manage@menedzsmentor.com](mailto:act2manage@menedzsmentor.com)

<http://act2manage.com>

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