#BeMore A Snapshot

#BeMore is our **new powerful Commercial learning approach.** It supports you and your team's **professional growth** and capabilities in our journey from **Good to Great Customer Leadership** and delivering **Sustainable Share growth.**

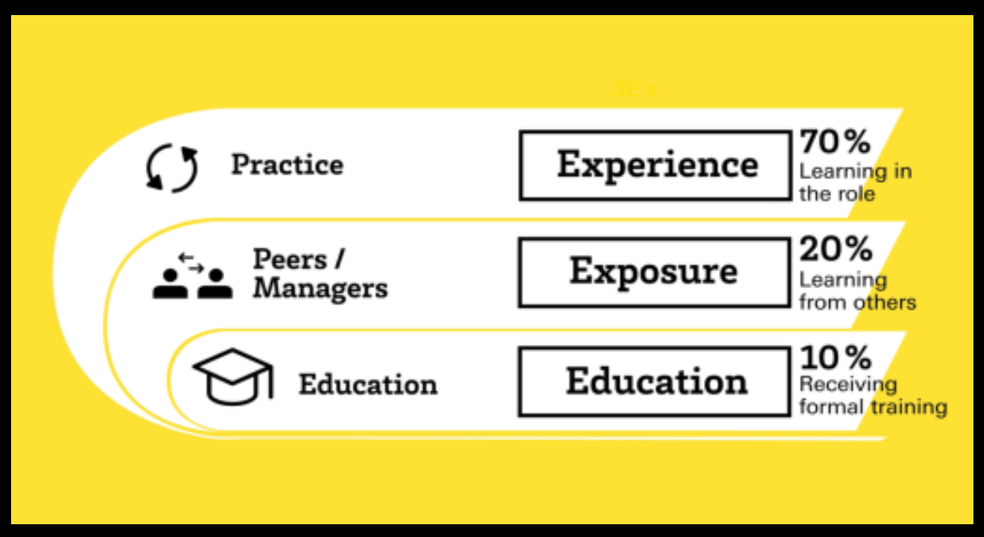
It recognises that the way we learn has changed : it's **lifelong, personalized, on demand** whenever and wherever. It's **technology enabled, short**, more **social** and **informal**. It's driven by **challenge** and **curiosity**, by **doing** and **realizing** that not getting it right first time only adds fuel for success.



Continuous Learning

We've built a **new system of learning** suitable for our multi-generation workforce. It transforms a traditional Academy approach to **help everyone** from **new hires** to the experienced and supports a **culture of continuous learning**.

What's different?
The mind-set of learning not training which is being addressed through the adoption of **70:20:10** principles or **Experience, Exposure and Education. Education in isolation** has been proven not to translate in to lasting skill adoption. This takes the **additional support of peers and line managers, and practice on the job.**





It's leader led. Sales Leaders at all levels play a key role throughout 70:20:10, adopting the skills and leading by example as well as supporting individuals and the team through the creation of learning and coaching moments or socialising good to great successes for example. With your support the time to competence is significantly faster. You are the guide on the side.

The content.
With your support we've connected our first selection of learning topics to what's important to our customers, how we solve THEIR problems and have smarter business conversations.



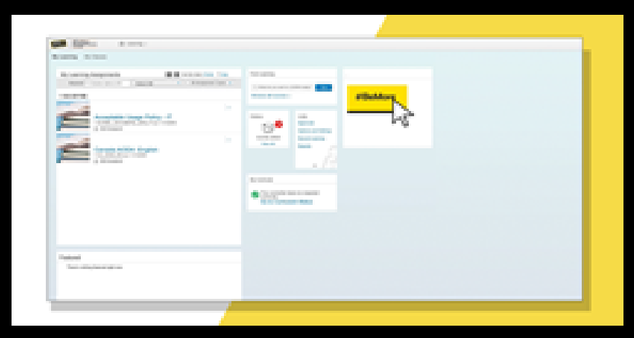


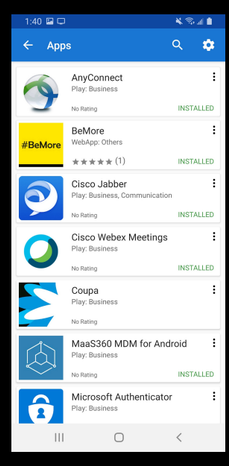
The delivery.
The learning experiencewill be a blend of **audio, visual and experiential** learning materials. These will be made available in a continuous sequence of monthly bite size releases just like your favourite Netflix series! As Sales Leaders you'll get an earlier line of sight than your teams so that you have some time to familiarize with the content and materials that can be accessed atanyone's moment of need.

The use of technology.
As the working-world evolves, so does its need for technology to drive results. The #BeMore platform is no different, accessible both via Mobile application and desktop (bemore.online), #BeMore is technology enabled.



Accessing the platform
on all devices is by selecting Learning and then the #BeMore tile on your mobile device, SuccessFactors or through your desktop (Bemore.online).





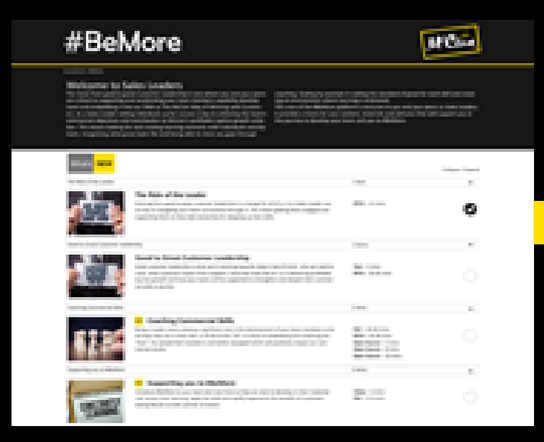


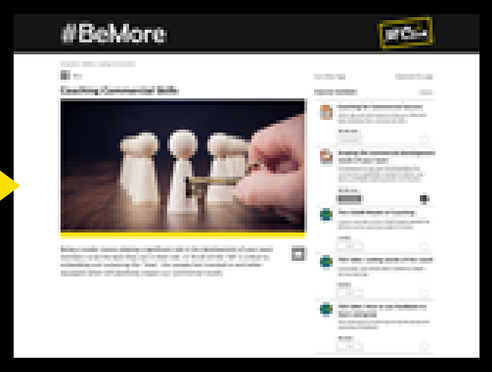
On entry what you'll find behind the #BeMore tile is a world of **personalised learning.** This will expand as more is released to you in response to your progress on the learning journey.





Click on this icon to reveal an "exclusive" Sales Leader landing page





You should expect conversations to be initiated by your team members to discuss the support they feel is needed to be successful in the journey from Good to Great Customer Leadership. If they don't then please discuss learning as a team. Identify common needs and create a plan to start stepping up.

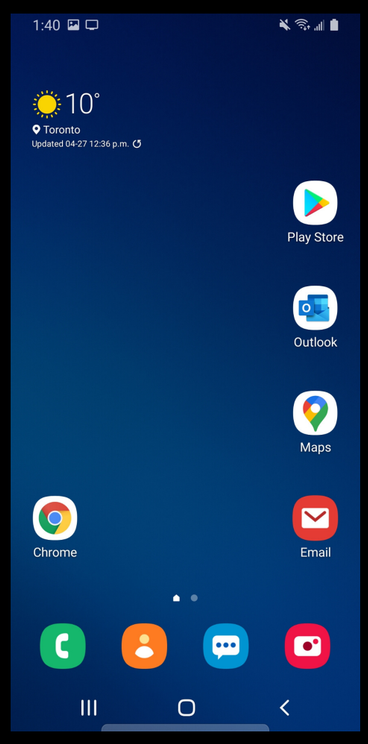
Start your journey AND your team's journey to #BeMore by:
1.Accessing the platform on all devices so you can reach it anytime and anywhere.
2.Havea play – find your way around and access the first learning releases.
3.Make your team aware by socialising the film "Supporting you to #BeMore" and the PDF BeMore – A snapshot (downloaded from the Learners content) and encouraging them to access the platform.

#BeMore – Accessing via Mobile Device

Downloading the App.

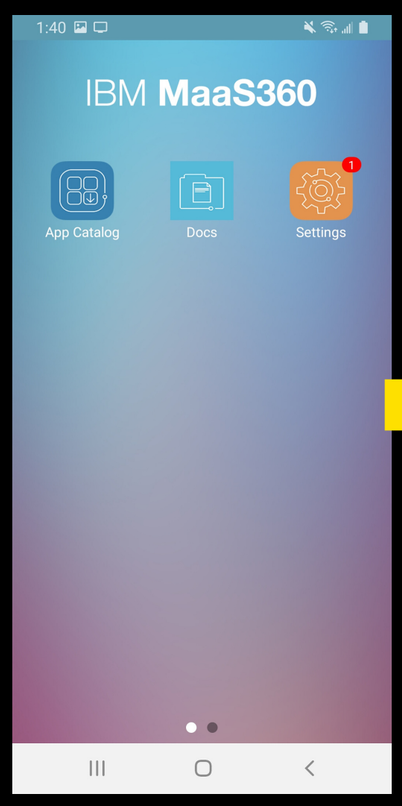
For Android and Apple.

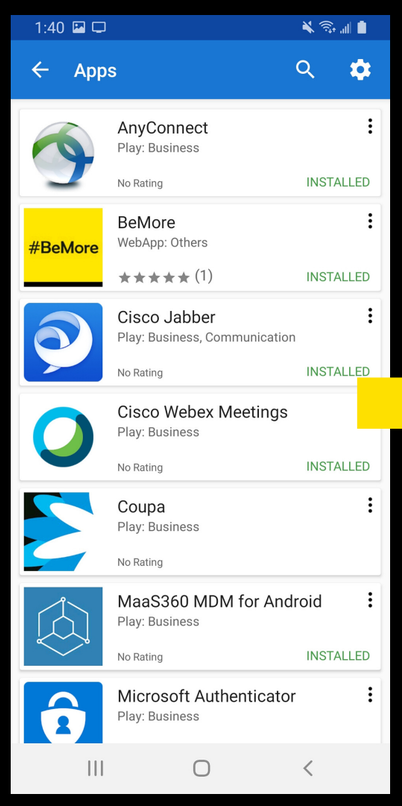
from the MaaS360 App, click App Catalogue select #BeMore, click OPEN.

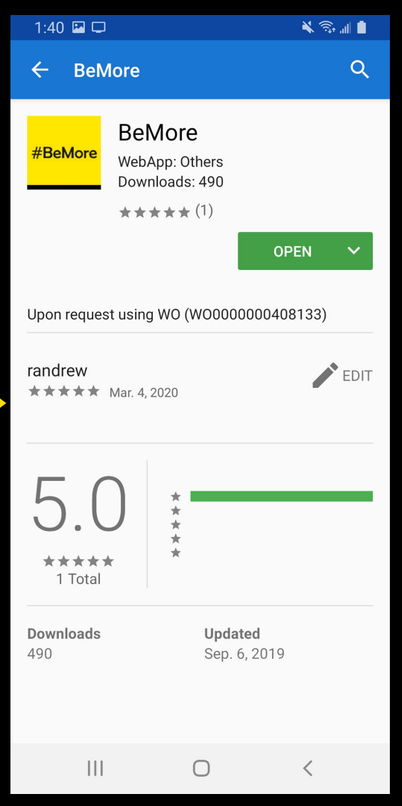




Note: you may receive a message indicating you need to be logged into your Microsoft Account, please resubmit your login credentials.







Reporting Issues

If you are having issues with the Mobile application, please inform your local MWOW/ BeMore leader who will in return reach out to Bobby Andrews (robert.andrews@mccain.ca).