

# How to facilitate a successful MapUs workshop/webinar

A step-by-step guide



# MapUs

# Introduction

One of the best ways to engage your organization in mapping their digital competences is facilitating a workshop/webinar where they complete the survey and discuss their insights.

The great thing about this workshop format, is that it works in multiple phases of your MapUs project. It can be a great kickoff event to launch your digital transformation journey, as well as a good setting for diving into specific areas of interest further down the line. It could even be turned into an annual status report.

However you wish to do it, this guide takes you through the steps of facilitating a successful MapUs workshop from beginning to end.

# Step 1: Creating groups

The first step is to create groups for the participants you'll be mapping. This is done by [logging into MapUs](#). When you are logged in, you can [create groups and survey links](#) in the Create Group tab.

The important thing to consider, is how you want to group your data after the mapping is complete, as each group becomes their own unit of analysis that you can create reports on.

Depending on your project, you might want to have all your participants in one common group, or (as is often the case) you might want to break the general pool of participants into smaller groups. There are many ways to this, e.g. by organizational structure, department or teams. Any which way you choose to do it, it's important to create a group for each segment.

## Step 2: Giving access to the survey link

When you give the participants access to the survey link to your participants, it's important to remember the following:

- Send the right links to the right people, depending on how you've created groups. Oftentimes, HR will have some predefined mailing groups or a place on your intranet that might correspond to your groupings which you can use to mail the link.
- Explain why they have to participate and what part of your digital transformation process it concerns (e.g. first mapping, development workshop, annual brushup etc.)
- State who'll have access to their individual results after completion - is it just the superuser, or does management also have access.

# Step 3: Introduce MapUs

It's important that you find an appropriate time to introduce the MapUs software, so your participants understand the experience that lies ahead of them. You can do it in the email with the participation link, or include it as an introductory part of the workshop. How you do it is up to you, so long as you make sure that the participants understand the following:

- MapUs is a self-assessment tool, so it isn't a test you fail or pass. Instead, the idea is to give the individual participant a clear and useful overview of their own digital strengths and weaknesses.
- The point isn't to get a top score on all competences. Rather, the point is to get to know your own abilities in different areas. It's important to point out that you aren't expected to be great at all competences. Depending on who you are and what you do, you'll likely be great at certain things and less great at others.
- The overall purpose behind MapUs is providing users with an action oriented tool, which gives them a digital vocabulary, an overview of their own strengths and weaknesses as well as concrete guidance to possible next steps in their digital development, in less than an hour.

# Step 4: Completing the self-assessment

The self-assessment can typically be completed in about 10 minutes, but we advise that you allocate some extra time to allow your participants to properly reflect. Depending on whether you've chosen to do your workshop offline (with your participants being together) or online (webinar) we recommend the following course of action:

## Offline

To maximize the potential for learning, we recommend that the participants take the survey together in small groups at the workshop. This creates an opportunity for the participants to reflect on their experiences together while taking the survey, which is beneficial as the goal is to enlighten ourselves on how we navigate the digital world.

## Online

If you're facilitating a webinar, we recommend that you ask the participants to complete the survey before the actual session, as it can be hard to coordinate taking the survey collective through a screen.

## The role of the facilitator

- Concerns facilitating a smooth experience with taking the survey, e.g. by ensuring internet access and being able to answer potential technical questions.
- We recommend that the facilitator connects their computer to a smartboard or projector, and open a browser with the result link. Then participants will be able to see the results come in, creating a colourful live feed of the groups results.

# Step 5: Group work and round-off

After completing the self-assessment, the subsequent dialogue can take on many forms, depending on the goal of your particular workshop. Some examples of relevant questions of reflection are listed below:

## **On an individual level**

- What competences are the most relevant and important to you in your work?
- Pick 2-3 competences you'd like to pay special attention to going forward, and explain why.
- What is a concrete next step you can begin taking to grow?

## **On a team level**

- What does the ideal digital competence profile look like in your team?
- Is your team lacking in certain competence areas? And if so, how can you try to remedy those gaps?
- What is a concrete next step you can take as a team to work further with the results on your digital competences?

To ensure that these new insights take root amongst the participants, it's important to end the group work and discussions with a collective recap. It is equally important that the exercises match where the individual or the group is on their digital journey.

If it's the first time they've mapped themselves and been introduced to the concept of digital competence, it's important to give them time to explore their results and help them understand how to interpret and actively use them. On the other hand, if they're familiar with the framework, you can begin introducing more advanced elements like taxonomic analysis or individual development plans.



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