



Robert Dobay

MANAGEMENTOR
CO-FOUNDER

Dr Robert Dobay is an influential business thinker, interim manager, and coach who bravely goes against the mainstream and challenges conventional leadership and business practices. He has unique experience in business and leadership development, organisation transformation, and change management. He is considered to be one of the top executive coaches in Hungary. Before he founded ManageMentor, he fulfilled several global executive roles, at IBM and Getronics among others.

What is the portfolio of corporate learning and executive programmes that you propose?

Instead of delivering one-off training events, we design and implement development processes and programmes. Besides working on the improvement of the individual, we also intervene at group and organisational levels. Our portfolio includes change management and leadership development programmes, as well as the ManageMentor app, a mobile learning innovation providing managers ongoing, in situ support for a longer period of time. This digital micro-learning tool helps them turn knowledge into action.

What are the three outstanding features that your organisation is known for?

First of all, we never respond to a request for proposal without fully understanding the problem that the customer intends to resolve. Partnering with the client, we put a development concept together that is often different from the company's initial idea. It is also critical that we co-create engagement at an emotional level.

In many cases we go against the mainstream, e.g. systematically build on what the clients are already good at instead of curing their weaknesses, shortcomings. Strengths philosophy is at the core of whatever we do.

No matter how good a training programme or a change plan is, it will be little use if it does not translate into action. Therefore, our interventions are always heavy on follow-up elements. The primary reason for developing ManageMentor app was to support larger number of managers in applying their knowledge when they go back to their jobs.

What makes your corporate learning solutions effective?

Over the last two decades we have observed that much of management learning does not take place in formal training situations. Managers get relevant impulses for their development every day, and we have to find ways to provide learning opportunities linked to their current leadership challenges on the job. ManageMentor app offers practical suggestions and inspiration in a wide range of people management issues in 3- to 5-minute chunks. We have seen at our client companies that this mobile learning application can be effectively combined with various leadership development programmes and initiatives as a follow-up tool.

What types of organisations benefit most from your executive education services?

Primarily, international companies with a global presence use ManageMentor app: organisations that are disappointed by the results of traditional training and are open for new and innovative approaches. A wide range of clients can benefit from our services, from finance to telecoms through manufacturing to professional services.

When can organisations expect to see the results of a corporate learning programme?

There are a large number of initiatives available on the market focusing on knowledge transfer. However, in leadership development it is critical that we also assist participants in putting that learning into practice. Managers will develop new habits only when they try out what they have learned and get confidence that it actually works. Micro-learning content and polite nudging to

make specific commitments offers the opportunity for instant modification of behaviour.

In addition, our data shows that a gamified mobile tool can lead to a higher engagement level, especially if it is combined with a variety of development approaches.

How can collaboration between organisations and corporate learning providers make a difference for business success?

It is rather difficult to track down which development initiative actually contributed to business results and to what extent it influenced the final outcome when compared to other factors. Success in itself can be judged from several perspectives. Our customers and users recommend ManageMentor app to other companies, which is likely to mean that they see business value in using our leadership development offering. We have also observed that user groups regularly report business situations where they benefited from using the application.