

How to Equalize Remote & In-Office Workers

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SPEAKERS

Ginny Bianco-Mathis, Mitch Simon, Oscar Svernlöv



Mitch Simon 00:10

Welcome to another episode of team anywhere where CEOs, leaders and experts at building teams, companies, organizations, and amazing cultures share how to lead from anywhere in the world. I'm your co host on the East Coast, Jim Bianco Mathis, and I'm your co host on the West Coast, Mitch Simon. And we invite you to join us team anywhere. Are we moving from the world of zoom fatigue to the world of zoom segregation? As we move to hybrid teams? Are there solutions out there that equalize and engage on site and virtual members of a team? Yes, I believe there is. Oscar spurn love. The community content creator at mentimeter shows us how to stay ahead of the curve. When our whole team partial team or no team is back in the office. He shows us how mentimeter is the great equalizer for hybrid teams to Team anywhere. Hello, and welcome to another episode of team anywhere. I'm your co host, Mitch Simon on the west coast. And we have our amazing co host, Jeannie Bianco Mathis. On the east coast. And in Sweden in Stockholm, Sweden. We have Oscar Svernlöv. Yes, yes. Thank you. Thank you everybody. Oscar Svernlöv is the community content creator at Mentimeter. And a musician which we'll get to later now. Mentimeter is perhaps the most engaging virtual platform. Yes, that over 200 million people across the globe have interacted with if you haven't, you've got to check this out. If you've ever gone to their site to learn more about Mentimeter then you have interacted with Oscar. Yes, Oscar, whether he knows it or not was my teacher as I learned about this incredible tool. So welcome, Oscar. And how are you doing today?



Oscar Svernlöv 02:16

Thank you so much for that lovely introduction. I'm doing I'm doing great. Really nice to be in the podcast. I'm here in Stockholm, Sweden, and yeah, enjoying the weather. And happy to chat with you guys here.



Mitch Simon 02:30

Yeah, great. It's a let's see, it's kind of middle of June. And it is hot in Stockholm today, which is fantastic. Now to me, Oscar is a rock star. Because whenever you go to Mentimeter, you do see Oscar in all the videos all over the place. So Oscar, let's just ask first, how is your last year been? And what has surprised you the most?



Oscar Svernlöv 02:51

Yeah, so So the last year has been, I mean, quite crazy for for me personally, and also for Mentimeter. So I think I think what surprised me, like most specifically the most has been that we've really seen some some clear changes in norms. I come from a background in sociology and we talk a lot about how like norms are invisible, right, and you don't really see them, they just kind of happen. But through this, this pandemic, we've seen a lot of things change everything from like people, you know, doing the elbow handshake thing, to kind of how we do work in general and how we how we conduct meetings and and work together even though some people might not be in the same room. So I think that has been, yeah, I'd say that the change in norms that's happened right in front of our eyes has been the most surprising. So which which norm has, which norm has surprised you the most? Well, I need to say, I think I think these the basic kind of social interaction norms, I think, really have been quite fascinating. You know, how, how, obviously, for good reasons, you know, you avoid crowds. And, you know, no hugs. We're Swedes are very Huggy in general, you know, will hug anything in anyone? You know, no, ha,



Ginny Bianco-Mathis 04:17

I was calling I'm coming.



Oscar Svernlöv 04:21

And and I think, yeah, it's been really fascinating to see how like, no matter, you know, and if you meet new people, they also have changed in the way that you don't shake their hands anymore. You give them elbow or just kind of wave from a distance. Yeah. And that's been really, it's, it's great. Yeah, it's so so massive changes in kind of social life. Well,

great. Let's get to what you actually do with mentimeter. I'm going to start first for those who haven't heard about mentimeter. What is mentimeter? And why is it gaining so much traction? So Mentimeter is an online based software that allows users to create interactive presentation platforms. And that might sound like a big scary tech word. But I'm seeing both of you're nodding. But basically what it is, is we take this, this, you know, the old, boring presentations that you've seen in school, you've seen them at business meetings, you've seen them at lectures where somebody is just chatting. And there's a screen behind them with a bunch of text, and everybody's feeling really not engaged and just kind of zoning out halfway, and we transform that situation, and we make it interactive. So when you use mentimeter, instead of just having a passive audience that watches a participant or watches a presentation, the audience can come in to the presentation, they joined really easily by taking their phone or if they're on a computer, and they can actually vote on your presentation. And this has created so many possibility possibilities to really engage your audience. So I can, you know, ask everybody how they're doing, you know, how's the What a surprise to them the most during the year? Right, right. And answers will come up in real time on the screen. And it really creates is, I mean, I've used mentimeter, long before I started working here. And, and every time I used it, I mean, you had everybody's attention, right off the bat, and everybody was participating and feeling involved in really engaging in what I have to say. And it was the same old presentation I just added, you know, what do you think about this? So that's the the service or the product that we we have here at mentimeter?

M

Mitch Simon 06:49

Yeah, what I love about it, because we use it, we use it every single month. With our company, you can basically take the QR code, put it on your first call it your first PowerPoint slide, it's actually your Mentimeter slide. You put the QR code right there, you say, Hey, everybody, pick up your smartphone, look at the code, and boom, everyone has the presentation on their smartphone. And you can you can say you know, I'm feeling great today, you can send kisses and hugs and obviously, pandemic safe kisses and hugs and, and make comments. And it really is absolutely interactive. And it just completely changes the nature of of learning or teaching or having a meeting. And and we'll get into that as well. So thank you for that description. Now you're the community content creator. So what is that? And what do you love about it? So I'm a part of the marketing team. And my my specific job is to introduce and to educate new users on how to use the app or mentimeter. So I host webinars, I do YouTube tutorials, I'm on podcasts talking with you guys. And, and basically talking and I'd say a big part of my job is teaching. So I show people and users and teachers and business professionals, how they can use mentimeter in which settings, and then also like actually how to go in and create presentations and have your audience participate. And I think the most fun part about the the job is I'm so

close to like the everyday usage of mentimeter. Here we call it mentimeter in the wild, right? Like That was a great example, you know, you show the QR code to your participants in a PowerPoint and then suddenly everybody's in right I love those examples and all the different use cases that that I see, you know, talking to people, so I really I really like being close to the to the users in the community and seeing all the fun applications and and yeah, talking about how to how to make interactive presentations. Great. And, you know, we, you know, over the span of T many we're we're really we're really focused on the, you know, the personal interaction that you're having. I can imagine, I mean, I remember my business completely could have tanked last March, April, and I really didn't know what to do. And then all of a sudden, I'm looking around and there's this thing called mentimeter. And I'm thinking oh my god, I could actually I could actually keep my business afloat. Because I can I can interact with people who are so you know, alone and and, you know, in, you know, anxious filled and just like feeling so much disconnection and I'm just wondering, what role do you think you've played personally in impact So many people, because I know you've you must, you've had a bazillion trainings, and you must have had a lot of personal interactions. I'm just wondering how you, you know, what is that impact that you've played in people's lives where people's businesses?



Oscar Svernlöv 10:12

Yeah, I mean, I'm really happy to hear hear this what you're telling me now. And I think I think, personally, you know, having done all these these webinars and seminars where educate users, I think, I think my biggest contribution has been to really get people to use the product itself. Because you know, we can talk a lot. And we can say that, oh, you can use this and it's a great interactive presentation platform, make voices heard. But what I do, or what I've tried to do is to really drive them to try it out. I always I tell people to take up their phone I like literally instruct them, try it out. You just got to see this, right? Yeah, in a way that if I can show them that, then hopefully, they'll be able to, like, start putting the pieces together and be like, Okay, wait, maybe I can use this in my setting. And I'm speaking to, you know, so many different audiences at the same time. So, but, but just showing them that, I think, in giving them that first little touch of that, and then enabling them to do it themselves, and really get out there and giving them the courage and the knowledge. I think that has been my contribution. I would say, I love what you just said, giving them the courage and the knowledge, because that indeed is what it takes, right? I remember before I started using it, it was like, oh, gee, I don't know, am I going to get good enough? And yet, why it was so inviting? Is of all all the different platforms out there. It is very logical and easy, right? There's not do these 10 things. It's do these two things, and it works for you. And I'm coming a little different from Mitch because I'm in the academic setting. So again, wonderful tool for that. All right, so Jenny, I'm actually gonna ask the codes a question over here.

G Ginny Bianco-Mathis 12:11
So Ginny, you've been using it with your graduate students? Yes. And of course, they love it. For the for the reasons that Oscar is saying. Folks love to see what other people are thinking. And then they can respond. Now we have a dialog, right? So it's ask a question. And we're about using it with Zoom.

M Mitch Simon 12:37
I want it so I just wanted to point out that's one. That's one of the things that we haven't mentioned, Oscar, which you see every day, is that not only do I get to interact, but I think the greatest thing that is it okay, if I sell Mentimeter on this podcast, are you okay with that? Oscar?

G Ginny Bianco-Mathis 12:56
Do we have to sign anything?

M Mitch Simon 12:59
Today? We're gonna talk about that soon. But today's podcast is brought to you by Mentimeter. We're not getting a penny or a dime for it. But it's just a damn good product. But um, no, what i what i would appreciate is that, yeah, when people were dispersed, they you know, and you would ask a question, Oscar, I would urge anyone asked a question that everyone could see what everyone else is thinking. And in many cases, it was the same thing. And you can't get that through through just a zoom conversation. You can kind of get it through zoom, you know, breakout rooms, but it's just this is the tool to get people's emotions shared quickly. Okay, I'm done interrupting, done interrupting. Ginnyy, did you ever do that?

G Ginny Bianco-Mathis 13:43
Again, for the podcast listeners? Can you explain? How then you use it with zoom?

O Oscar Svernlöv 13:54
Absolutely.

G Ginny Bianco-Mathis 13:55

because let's say I do want breakout rooms, but I still want to have the survey and see everyone's answers. So what would a person if I'm using Mentimeter? and Zoom? What does the person experience?



Oscar Svernlöv 14:09

So that's a great, great question. Janeane. And this is something you know, that we do at Mentimeter all the time, every day. We and I think in pretty much every Zoom meeting I've been in so far, I mean, unless it's like a short, you know, 15 minutes sync, we use Mentimeter. And, and a lot of people came to Mentimeter during the pandemic, actually, when we were forced to go fully remote, and have only experienced it in a remote setting. And and now, and we might get to that a bit later, but but now we're seeing that we're moving on to a hybrid situation, right? And, and Mentimeter works excellent for that as well. But to answer your question, Ginny, I think the simplest thing, when in using Mentimeter with zoom is that you create a Mentimeter presentation. You put in the questions that you want to ask your audience you know, you can even incorporate it with your presentation. So you're talking about, you know, the the team anywhere podcast and what it's about, and then what listeners think of it right? And then you go into your Zoom call, and then you simply share your screen. So I'm sure we all done that, right, you know, you click that green icon.



Ginny Bianco-Mathis 15:20

Yeah, yeah, yeah,



Oscar Svernlöv 15:21

You know, and then you'll see like an empty desktop, or whatever you choose to share. And if you then slide in the Mentimeter presentation and put it full screen, everybody in the Zoom call will be able to see it. And it's all there. It looks really nice. It's a clear image of the slides. And it provides like a dual thing here, because it's, you have the the camera of the speaker right up there. And then you have the presentation itself with your own slides. And right there is the the code or as Mitch was saying, the QR code, right? Right. And then the audience can come in, and you can speak over the presentation, and everybody will be able to see it and participate.



Ginny Bianco-Mathis 16:04

Okie dokie.

M

Mitch Simon 16:06

Yeah, what I love about what Oscar hasn't mentioned, that Mentimeter figured out is if you're having Zoom problems on either end, there's another code that you can go to, to actually watch the the answers coming out, because there's another URL to go to. And we've actually used that in the past, because of the early days of zoom. Zoom just wasn't really doing really well, you know, we actually would pass to say, Well, if you can't see it on your Zoom screen, go to this scrape. So there was there are a ton of different ways to interact and watch the interactions. Love that. Love that. Great. So what did you learn this year Oscar about what people need right now, especially in this world of not being not being able to go back to work once a full time or at all, or just part time? What are some of the things you're learning about what people really need? And enjoy?

O

Oscar Svernlöv 17:01

I think that's a great question. And and I think what we've seen throughout the pandemic, and working remotely, and now slowly hybrid, and is that people need to feel involved. And people want to be engaged. I mean, how many times have we been in like zoom calls, where you're just watching, and you're slowly slowly droning out, and then you just turn the camera? And you're just like, wait, I'm just gonna, and then 10 minutes in, you're not there anymore. Right. And, and that also creates problems for the speaker, because they don't, you know, cameras are off, they're speaking into the void. Right. So engagement in itself has been the the key to solving, you know, zoom fatigue and zoom meeting, boring zoom meetings. And, and we we've seen that, you know, both here mentimeter. And both, you know, out in the world out in the wild, as we say that engagement is the number one thing that people are lacking, because when people feel engaged, they feel more involved, right? They feel more included, and and they can contribute to their team in a much better way. And there's a lot of talk around engagement, and it is pretty hard to measure engagement, like how would you measure that? Right? I mean, yeah, you could send a survey out, but we actually did, and I'm, I'm not sure if this is like out fully yet. We're gonna we've done the study, and it's coming out soon, but I'm letting you guys know, here, we actually did a study together with an external company, where we held presentations fully remotely, to participants wearing eg headsets, food, so you can actually measure their brain activity. And we did a mentimeter presentation in a PowerPoint presentation. And we did it like properly, you know, tested it a B tested for different groups, they sat fully remote, everybody. And we found that using mentimeter actually increases engagement, that part of the brain where where you feel that you're you're learning and you're, you're actively participating, and it also decreases boredom, which is also also another area in the brain that you can literally measure the amount that is fascinating. And number two that comes out. Yeah, it's really cool. And we've always kind of known this, and we talked about it in our marketing stuff, but we haven't really tested it until now. And yeah, the

numbers are looking looking great. And I think it'll be out the full study will be out in a few weeks. But yeah, mentimeter does increase that engagement that we want so, so dear.

M

Mitch Simon 20:01

That's great. Okay, so we've been pointing at it through this whole podcast, which is hybrid? Yeah. Oh, you know, as you were, as you were saying, I'm sure it's the, you know, the Matt, the the vast majority of users of mentimeter. And were introduced to it like zoom. In this completely dispersed virtual world. Oh, now we're going back. There will be people in the office, there'll be people out of the office, there'll be people in the opposite end of the office at the same time. How does mentimeter? How can you think of it? in providing a solution for this new this new world? I'm sure the the rocket scientist has mentimeter have been spending, you know, hours on this? years. Okay, they're going back? What are we going to do? deep down in the mentimeter? lab? Just Yes, yes, I can see all the scientists with all the chemicals. Yes.

O

Oscar Svernlöv 20:57

So yeah, we actually had a meeting like today or on Friday about this, that that we have talked a lot about Zoom fatigue, during the pandemic, right, what I mentioned earlier, where you just kind of like sick of being in zoom meetings. And we're now moving from Zoom fatigue to Zoom segregation, which is a new idea that that people who are remote aren't as included in processes, and especially they don't feel as included as the people who are on site, right. And the wonderful thing about multimeters is, it was actually founded in an non remote setting, right, as I mentioned earlier, that the founders they worked at at a big corporate company, and they were just so tired of meetings being so boring, right? Somebody comes up is a PowerPoint, lots of texts, lots of slides, they're they're sitting there, nobody's feeling engaged. Nobody's feeling, you know, kind of like zoom, but in real life, right? People don't realize it right. So, so from mentimeter, really was born out of that frustration. And, and since the start of mentimeter, 2014, I think we really got going, you know, for for six years, we're doing presentations in a room. And, and it works. That's how the company was started. Right? And we've seen that it works for remote too. So I think for us now, it's it's a big, big, our big project is kind of reminding our users again, right? And showing the people that came in and thinking Oh, mentimeter just a remote like a cool thing for zoom. You'll say no, actually, this is a it works for hybrid settings as well.

M

Mitch Simon 22:52

Yeah, Oscar, that's great. Because when actually when I wrote this question a couple

weeks ago, because I knew you're gonna be on, like, got it. I wonder if they figured that out? And it actually as you're saying it, it just makes so much sense. It's an easy, I would we would use the word it's an it's an equalizer. There you go. Yeah. The nail on the head. Yeah. equalizer of experience. Right. You know, and it's funny, as you say, skirt, because I realize that one of the beauties of zoom has been breakout rooms, and when we go to hybrid, I think I'll be able to use breakout rooms. In fact, I think breakout rooms are better than in real life. Because it's quiet, right? Those three people don't hear those three people over there talking. But I do think that, yeah, Oscar, you'll be very busy re-training people how to use this for hybrid. And then at the end of the training people go like, well, I knew that. Right. Yeah.

O Oscar Svernlöv 23:50

No, and it's it's, I think, for us is, as I mentioned earlier, a big kind of challenge in and it's almost a repositioning for us now as well, in terms of what product we are right. And we've been doing. We've been also doing hybrid meetings for a while now. Because we've we've been lucky that we've been able to have a few people at the office, right? And they'll they'll have a mentee presentation like behind here mentee. Right, and everybody who's at the office socially distance will see that presentation. And then the other 120 people who are on zoom are also connected to that presentation, right? Yeah, equalizer. And I like to see it as like a Venn diagram where like, you have the remote people, the on site people and then in the middle is mentimeter.

M Mitch Simon 24:40

Right?

G Ginny Bianco-Mathis 24:40

You are and this has come out in a lot of published articles lately, that how are you going to connect the different technologies so that as Mitch and you have continued on this equalizer? That is just as easy whether I'm in the office office or in Timbuktu to get on the presentation. And we're all equal. That was a missing piece. And I think we just resolved that for the world. I feel good. I think we just saved the world, all three of us on this podcast save the world. I want to ask, what are some of the most creative solutions that you've seen in in leaders and teams using mentimeter? Because I'm really I'm really interested in I've been using it more for for for training and teaching like you like you do a lot of Oscar, be interested in how as we're talking about going down this hybrid in real life path? What have you seen teams use it and how they've used it and what have been the results?



Oscar Svernlöv 25:46

So that's a great question. And I, since I've started working here have like collected my my favorite kind of cases. And I think I think the biggest benefit for teams is when you do when you do team checkins. Okay, so every Monday and all of our team, I think I think pretty much all of our teams at mentimeter, do this exact thing where you have on, let's say you meet a Monday meet each Monday, and you no matter where you are right, the equalizer Zoomer at home, you have a slide where people can rate how they feel, right? And they can do you feel included? Do you feel ready for the week? Do you know what you're going to do blah, blah, blah. And they can then rate that. And the team will use the same presentation each week, and reset the results, which means that the team lead that the leader of that team is listening to their colleagues will get tangible data that she can or he can see over time? Yes. And I've seen some examples, you know, here at mentimeter, where they've, they've changed something, right? They might have like a Monday meeting and they see that people, you know, over time that inclusivity has dropped a bit, well, then they'll do like a mentimeter quiz, you know, during lunchtime, whatever. And then they can see like they're in the coming weeks that that'll go up again. So I think for teams doing that check in and using the same presentation, so you really can follow up on your presentations as well. has been really cool. So you're saying that with mentimeter? You can if I ask the same questions like week after week mentimeter will track the data. Yeah, automatically. Yeah, automatically, everything in the app, all you need to do once you get votes. Yeah, you know, you'll get the screen will populate, you'll get the answers. When you're done with that session, you just press reset the results. And then you use the same thing again. Right. Okay. And and then you It's fine. It's easy to find you go into history in your presentations, and you click that and you'll get graphs over the various Oh, God. Okay, that's just a billion dollar. Oh my gosh, an academic. Just going oh, my gosh, it becomes a way to do a study. Yeah. Yeah. Who could say that all of my I mean, I've been doing Getting Started webinars, since for almost a year, and I've used the same presentation. Right. And I have, I don't know, I've had like 15,000 people this year. So I have basically, you know, being able to track I'm just asking questions like, how did you find mentimeter write or write simple stuff, but I can see that in the in the graphs.



Ginny Bianco-Mathis 28:36

Exciting.



Mitch Simon 28:37

Oscar, Oscar has spoken to 15,000 people this year, Ginny.

G Ginny Bianco-Mathis 28:41
There you go.

M Mitch Simon 28:43
You should be selling t-shirts Oscar. I mean, like, just really like, Oh, and by the way, if you like my presentation, here's an Oscar t shirt. On Oscar. You make a million dollars there.

O Oscar Svernlöv 28:54
Well, I'm happy that that I could keep the courage and knowledge at least. Okay, so what would you I just got to ask you. So what would you tell someone to do to just get started? I would tell them to join my webinar. Um, I think that's that's the easiest way. I mean, I really, it's really designed for people who are like, just dipping their toes. Right. And for example, if you heard this podcast, right, yeah. I mean, you're ready to go to that webinar. Kind of the use cases. And we do them every Wednesday. There's going to be a short break during the summer, but but we get them every Wednesday. And it's a live event. You're actually there. You're participating and you're you're you're even telling me what to do because I'll ask the audience, what do you want to look at today? And then they'll right oh, I want to see the word cloud, right. I'll be like, okay, and I'm getting that in real time and as people over the world, yeah.

M Mitch Simon 29:52
Yeah,

O Oscar Svernlöv 29:53
That webinar.

M Mitch Simon 29:54
Yeah, that's and then then after just for that point, that that really does change the nature makes. It makes a One way PowerPoint presentation. It's like a dinosaur. Right? He gives you just you can't you can't get away with it anymore. No, you can't go back. Now,

G Ginny Bianco-Mathis 30:12
you cannot get away with it anymore and still be seen as competent.



Oscar Svernlöv 30:17

Yeah.



Mitch Simon 30:18

Okay. Well, one last question. Can you tell us about Slim Harry in the Octones?



Ginny Bianco-Mathis 30:23

Oh.



Oscar Svernlöv 30:24

I can't believe you found that.



Mitch Simon 30:25

Oh, yeah, I'm flute on the internet.



Oscar Svernlöv 30:29

Yeah. So I outside of my theater, I do play some music. And I've been involved in various bands. And during my studies, I had a band called slim hairy and the arc tones. And we were I think we were seven or eight people in the band. Wow. And we played like funky, funk pop music. And it was a lot of fun. I did not use mentimeter during our live shows. But I but that's one thing that I've thought about doing. Actually no joke, getting up my guitar setting idea. And then putting up a mentimeter and take requests making requests. And I can vote anonymously and get in there. Like, you know, the cheesiest song is like, I didn't write that somebody else. You know what I mean?



Ginny Bianco-Mathis 31:19

Right. That's right.



Mitch Simon 31:20

Wow, wow. That's a great idea. Okay, great. So our last question is, how can we forge? Well, let's ask the obvious question. How can we find Slim Harry and the Octones?

O Oscar Svernlöv 31:31
That's when surprised that you found it? Because I don't think I think our like license expired for Spotify, but it might be on Spotify? Yeah.

M Mitch Simon 31:42
I think you're on you. I think you're on YouTube.

O Oscar Svernlöv 31:45
I might be on YouTube as well. Maybe like some fan video out there.

M Mitch Simon 31:49
Great. Okay, so so for Slim, Harry & The Octones, I definitely am begin getting Oscar some t shirts made. So then the next one is how can we find you? How can we find you on these Wednesday presentations?

O Oscar Svernlöv 32:02
Yeah, I mean, as you said, if you go to Mentimeter, sooner or later, you'll you'll see my face pop up somewhere. But you can check out mentimeter.com Feel free to add me on LinkedIn too. I have people write me from all over the world. You know, I've been into like deep discussions with with various people on like, how to make the best presentation. So I'm really I'm really happy to chat if you want to find me on on LinkedIn.

M Mitch Simon 32:28
Great, great. And yeah, so as you can see, Oscar is a just about as generous as a human being as they come. We've really, really enjoyed this episode.

G Ginny Bianco-Mathis 32:39
It's been great. And what you added was the further dimensions of of Mentimeter, there is indeed, let's just say the basics, which are in and of themselves, changing the way we're interacting. And yet it does have those advanced features, which now I'm gonna start investigating very, very exciting. Yeah. And I do think it's, it's, it's kind of like, it's been set up for success for hybrid. And I know so many people are like, what am I going to do here? And I think that this, this is definitely it. So Oscar, thank you so much. Thank you



Oscar Svernlöv 33:19

Thank you so much. This has been a blast.



Ginny Bianco-Mathis 33:21

Thank you. Thank you, Jenny. And thank you for our entire audience and listeners of team anywhere if you've loved it, love this episode, which I have loved please, for this to your friends. Share it with your friends, share with your colleagues. And and if you haven't checked out mentimeter go check it out. [mentimeter.com](https://www.mentimeter.com) . Thank you so much. Thank you all and we will see you next week on our next episode of team anywhere