

Business Improvement Projects

IN ACTION

Improving online cooperation with Miro

Case Study

Learning Hub Friesland
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Because of the Covid19 pandemic, businesses, schools and entire communities had to turn their activities and communication to an online environment. Being a close partner of the educational institutions in our region of Friesland, we witnessed up close how the lockdowns, in response to COVID-19, interrupted conventional schooling with nationwide school closures in the Netherlands and most other EU countries. The educational community made (and still makes) intensive efforts to maintain learning continuity during these periods.

Throughout the past 2 years, all types of organisations greatly improved their online communication performance.

In this case study, we will illustrate how our organisation improved our business performance by using the online cooperation tool Miro.

Summary

Why?

In times of lockdown, throughout the Covid19 pandemic, not only students had to rely more on their own resources to continue learning remotely. Teachers had to adapt to new pedagogical concepts and modes of teaching delivery (for which they were not always trained) and businesses needed to find ways to keep meetings with stakeholders and customers interesting and engaging.

“For us at Learning Hub Friesland, it didn’t take more than one week of online meetings to realise we needed online tools to engage people. We discovered that utilising interactive elements could get people truly involved and active during these online meetings”

Who?

Learning Hub Friesland aims to stimulate education which keeps up with the latest developments in society. How? By actively tackling the challenges which the educational sector faces in the coming years. We work with local primary and secondary schools, colleges and universities and look for partners in Friesland and Europe to work together on solutions to create education which is truly ready for 21st century realities.



Figure 1:
Using Miro to kick off a new project and introduce the partners.

What is Miro?

[Miro](#) is a SAAS business offering an online whiteboard platform designed for distributed teams. It has over 10 million users, with 95% of the Fortune 100 using it. Miro is a leading visual collaboration platform that empowers remote, in-office, and hybrid teams to communicate and collaborate across formats, tools, channels and time zones — without the constraints of physical location, meeting space and whiteboards.

The origins of Miro

In 2011, Andrey Khusid needed a way for his design agency to communicate ideas to clients who weren't in the same room. The virtual whiteboard he created, called RealtimeBoard, grew into the robust visual collaboration platform we now know as Miro. Co-headquartered in Amsterdam and San Francisco, Miro has hubs across the world.

Our Business Improvement Project

After getting creative and using Miro for different purposes - from ideation and brainstorming meetings to kick off meetings where partners met for the first time online (see Figure 1) - we decided to create a 'Get to Know Miro' video to spread the word.

“Miro helped us to keep online meetings interesting and fun for participants”

This [short video](#) is about Miro and how to use it in daily work. We at Learning Hub Friesland use it very often. Hopefully you will enjoy using as much as we do!



PRONTO is a project funded by the Erasmus+ programme. PRONTO incorporates best practice project management enabling micro and small businesses to plan and implement high impact business improvement projects.

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