

FOR LEADERS - FOR EMPLOYEES - FOR COMPANIES - FOR ALL OF US

THIS IS ABOUT

WHY  
WHAT  
& HOW

Dear Reader,

my goal building TALOOB is building the Future of Leadership. *"The tripadvisor for leaders"*

After thousands of resumes screened, applicants interviewed, teams hired, leaders developed, whether national or international companies, I fundamentally believe that we must bring leadership assessment to the work environments of the 21st century. The culture of leadership must be defined by employees.

**Why?!** Time is the greatest treasure we have and work consumes 1/3 of it. This is a lot. On average we work 37 years. Work must be nothing less than absolutely amazing. For Everyone! Leaders have great responsibility to not waste peoples time, to prioritize employee's happiness and giving back a sense of purpose. It is in their hands to equally pay for work of equal value, to end motherhood penalty.

**What?!** With Generation Z entering the workforce, work life is about to change dramatically. I am convinced that work will feel very different to what we feel today. In the future, employees might even choose which executive they want to work for. Leadership must change. Leadership will change. Worldwide.

**How?!** TALOOB database will be enabling the best leaders to show top rated skills and single top strengths competencies within social-, leadership- or work skills. Standardized, structured input will return global benchmark output and a talent's database with high-quality leaders that our digital epoch needs.

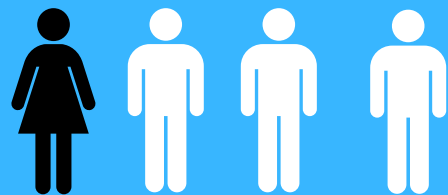
I am very optimistic about the fantastic opportunities and the potential the TALOOB algorithm will bring us.

And what I really get excited about is that all of this is just a start ...

... of a new culture!



Carmen Beissner, TALOOB



#### FOUR EXPERTS FOR EXPERTS

**"** I've brought together experts in E-commerce, technology, data science and organizational experts to ensure we got the clarity we needed around employees engagement to build a company our customers can trust.

Carmen, Christian  
Yann, Manuel

# WHO WE ARE

## **Carmen Beissner, Founder**

Carmen brings more than 15 years international business experience building and leading world-class Global Operations within the online industry. She served as part of the Executive Leadership Teams & as Global Director of Operations and Customer Care in international companies. Carmen won several national and international industry awards, inventing innovations for Customer Service. TALOOB sets out to bring leadership assessment to the work environments of the 21st century.

## **Prof. Dr. Christian von Scheve**

Christian is a Professor of Sociology in Berlin with a background in the sociology of culture, work and organization. As a social scientist, he is interested in the ways in which culture and society shape people's thoughts and feelings and in how this affects their social interactions. Specifically, his research is concerned with different forms of emotion management and emotional labor and he investigates how emotions sustain and transform patterns of social organization. This also informs his work in two other fields, Economic Sociology and Science and Technology Studies.

## **Dr. Yann Girard**

Expert in behavioral and network economics as well as data analytics Yann is an economist and manager at an economic consultancy firm. Prior to this position, he worked at the German Competition Authority as a case handler and at Scout24 - responsible for sales analytics and the incentive system design. He received a PhD from the Goethe University Frankfurt/Main and holds a Master degree in Economics from the Johannes Gutenberg-University Mainz as well as a Master in Business Administration from the Colorado State University Pueblo, USA.

## **Manuel Beissner, Product Development**

10 Years of building mass market SaaS products

Manuel is the product manager at STRATO responsible for the online storage products at United Internet, gathering and promoting the most relevant ideas into features, planning and prioritizing to get the product teams deliver a perfect customer experience

# THE ALGORITHM

**EXPERTS  
LEADERSHIP  
ASSESSMENT**

TALOOB IS TRANSFORMING THE WAY INDIVIDUALS GET REVIEWED

**20 CATEGORIES  
60 QUESTIONS  
WEIGHTED ANSWERS  
SOPHISTICATED  
ALGORITHM  
EASY TO USE**

Our certification is designed to reflect leadership skills from the people's perspective by getting immediate insights into their needs.

Empathy, fairness and integrity are as important as results and knowledge. But what's in it for the employees? Providing support, personal development and a great work environment; Being ethical, honest and courageous are some of the important questions we ask for.

**" LEADERSHIP SKILLS +  
SOCIAL SKILLS + EXPERTISE  
= HAPPY EMPLOYEES  
(COMPANY SUCCESS)**

# NOW ... ?!

TALOOb is a Review Service for professionals designed by scientists and experts giving individuals insights to their work and social skills based on a sophisticated algorithm. TALOOb invented a certification designed to validate leadership skills from the teams' perspectives. The contemporary workplace is defined by highly digitized, networked, and mediated environments and channels of communication.

This novel configuration affects the work we carry out on a daily basis and the social relationships that are the fabric of the digital culture of any firm and organization. Importantly, it has also substantially transformed the practice leadership: novel modes of interaction, work in transnational and multicultural teams, and new forms of corporate management all affect our ideal of successful leadership.



## AS SIMPLE AS THAT PROCESS



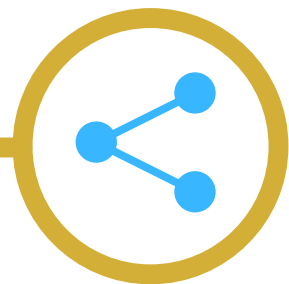
### START

Simply sign up and ask your team to fill out our sophisticated survey



### LEARN

See where to improve and what's already great. become a better leader



### SHARE

Share your badge, certificate and score with your networks and teams.

# BENEFITS

GET

# HONEST

FEEDBACK FROM YOUR TEAM

*More*

# MONEY

PROVE YOUR  
EXCEPTIONAL

skills to new companies

# BECOME

a *better*

# LEADER

*and the certificate looks amazing! ...*

**JESSICA  
KNOWLES**

HEAD OF HR  
@DATAHOZZZ.com

**2019**

**CONTACT US**



www.taloob.com  
info@taloob.com



Serial Number  
DE3434EXAPMLENo



Validate this certificate here:  
[https://taloob.com/proof\\_of\\_truth](https://taloob.com/proof_of_truth)

# CERTIFICATE OF ACHIEVEMENT

THIS CERTIFIES THAT

Under the rules of TALOOb Performance  
Reviews 320/390 of Jessica's employees  
participated in this survey

Jessica has reached an eNPS score of

**SCORE**

**50** (excellent)

How likely are you to recommend working for Jessica to a friend?

**SKILL MOST RESPECTED**

**QUALITY AND EXCELLENCE**

**TOP RATED QUESTIONS**

1. Jessica creates a positive working environment
2. She has mutual respect and trust for me
3. She shares important Information around business and strategy

**ORIGINAL QUOTE**

*"It's impressive how a team of high performers with  
unique skills were created"*



Carmen Beissner | TALOOb.com  
Building the Future of Leadership



**JESSICA  
KNOWLES**

HEAD OF HR  
@DATAHOZZZ.com

**2019**

### KEY QUALITIES



### CONTACT US



www.taloob.com  
info@taloob.com



Serial Number  
DE3434EXAPMLENo



Validate this certificate here:  
[https://taloob.com/proof\\_of\\_truth](https://taloob.com/proof_of_truth)

# CERTIFICATE OF ACHIEVEMENT

At TALOOB we fundamentally believe that modern Leadership should be defined by employees. There is a correlation between employee's happiness to success of companies. A great place to work has very much to do with the direct leaders people work for. A day where you feel happy, empowered to be your best self, important and see a purpose is extremely valuable.



**Congratulations!**

**Your skill set stands out as someone who has the  
requisite expertise to be successful in your role**



### WORK SKILLS

Expertise & Experience	74%
Execution & Results	76%
Inspiration & Visionary	63%
Correct use of power	45%
Hiring the right team	76%
Quality & Excellence	78%



### SOCIAL SKILLS

Empathy	97%
Fairness & Ethics	89%
Respect	96%
Transparency & Communication	68%
Credibility	97%
Encouraging & Motivating	86%
Humour & Fun	95%
Praising	75%
Clarity in direction	67%
Courage	89%
Team Spirit	99%
Curiosity & Innovation	75%



# NICE FEATURE ;-)



Anyone can validate the certificates by entering the serial number and name  
Every serial number is uniquely connected to the leader. The result can  
either be "real" or not "real"



## YOUR VERIFICATION **CHECK HERE**

validate the certificate by entering the serial number and name

Every serial number is uniquely connected to the leader. In case you have questions or concerns  
contact us anytime.

Serial Number

Enter Serial Number...

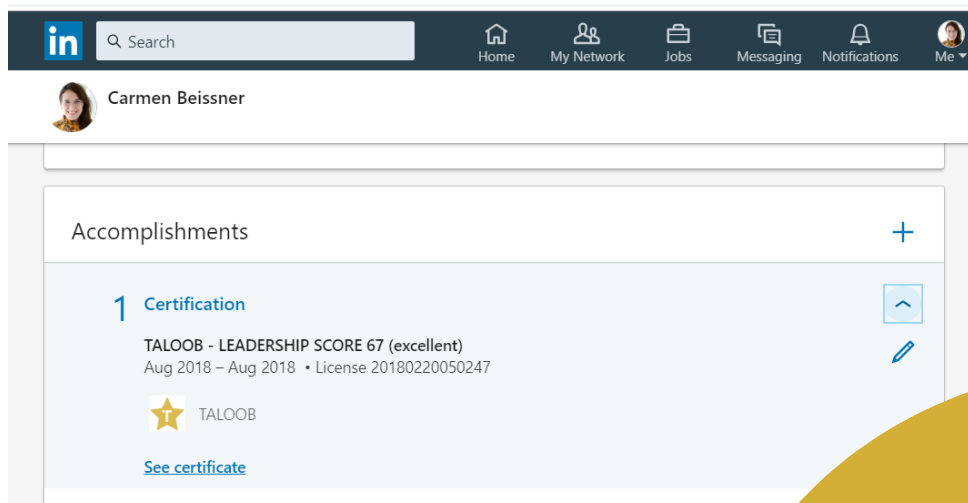
Last Name

Enter Owner Last Name...

CHECK RESULT



Share results on linkedin as post and embedd the results in the  
"Accomplishment" section. Add your score and link to @TALOOB



# FAQ

## HOW LONG IS CERTIFICATE VALID?

The certificate is valid for unlimited use. But we recommend to renew it at least once a year as the date is also shown on the certificate and in one year a lot will change.

## HOW IS DATA SECURITY GUARANTEED?

The topics of data protection and data security have never been so relevant. All data is safe and processed through servers based in Germany. TALOOB places the greatest value in security. Data protection is verified repeatedly through independent audits.

## WHAT SCIENTIFIC METHOD IS BEHIND THIS?

We put all our knowledge together from what we've learned in Research, Science and Leadership positions we held in our careers. We translated that knowledge into 50 questions that have all a different weight according to what is relevant in our modern work world. But most importantly is that leaders now know where to improve and what's already great.

## CAN I SEND THE SURVEY TO MY PEERS?

As a leader you can only send the survey to your employees. As an employee you can only send the survey to your managers.

## HOW CAN TALOOB MAKE SURE THAT THERE IS NO ONE CHEATING TO GET THE CERTIFICATE?

Every certificate has a unique serial number that is linked to the name of the participant. You can check whether there is a match or not on our website by entering the serial number and last name. We ask all participants to confirm that they are the employees of the manager who initiated the survey. We also put the number of employees and the ratio of participation on the certificate. We follow up on every request from people who doubt that the certificate is incorrect.

## CAN MY COMPANY SAY NO TO MY INITIATIVE?

You are in charge to clarify this individually with your company. Usually the companies appreciate your motivation to develop yourself. Before you send the survey we kindly ask you to confirm that you are allowed to do so.

## HOW LIKELY IS IT THAT EMPLOYEES FEAR TO GIVE HONEST FEEDBACK?

The survey is 100% anonymous and fully confidential. No-one at your company, nor individuals will ever get access to raw data or individual responses. TALOOB also does not store the answers from single

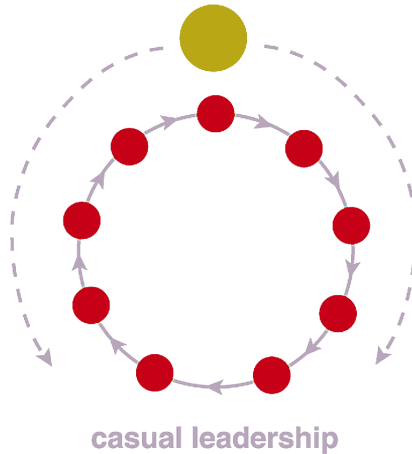
## WHICH LANGUAGES CAN I GET ON THE CERTIFICATE?

Currently we offer the following languages: English, German and French

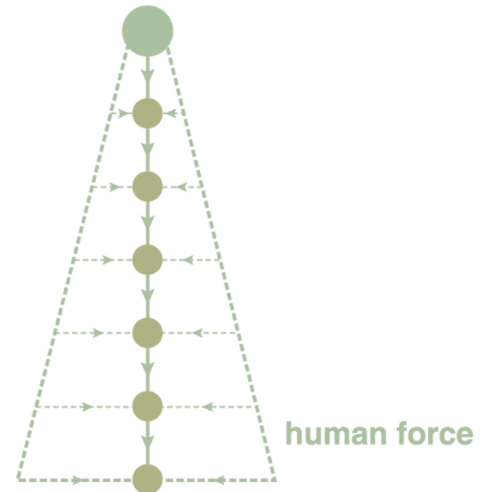
# LEADERSHIP STYLES ACROSS EUROPE

copyright Richard D. Lewis

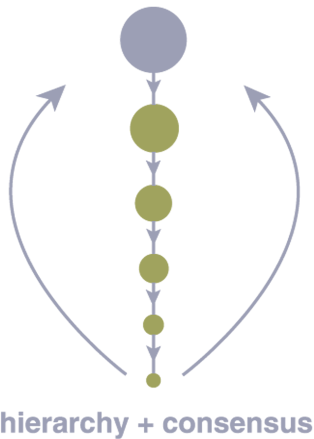
– United Kingdom –



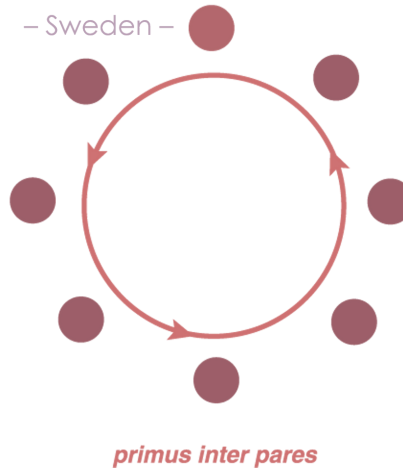
– Spain –



– Germany –



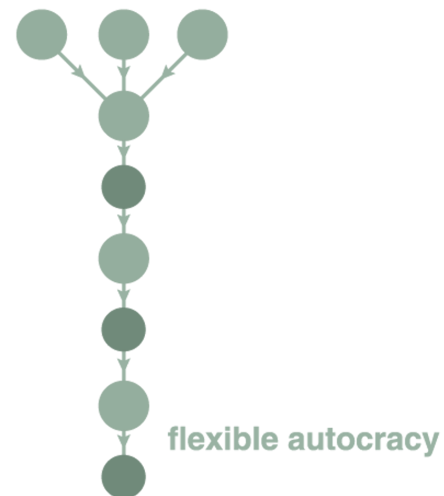
– Sweden –



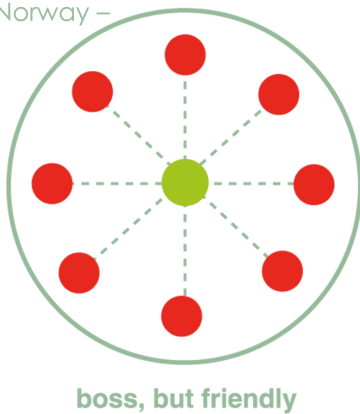
– France –



– Italy –



– Norway –



# SELECTED CUSTOMERS



treatwell

N 26

SCOUT 24

idealo

O<sub>2</sub>

 TOURLANE

FLIXBUS



BULLET

# #HRTECH

software licensing as  
competitive advantage

# SCIENCE BACKED LEADERSHIP REVIEWS

*ADD THE MISSING PART*

TALOOb.com is a growing  
HR software company.

Integrate with our API in  
your HR software so that  
companies can automate  
their entire HR processes.  
Offer the missing part of  
Science Backed  
Leadership Reviews and  
add value to your  
software.

*Offer Leadership  
Reviews now!*

FOR MORE INFORMATION ABOUT OUR LICENCE MODEL  
CONTACT US: [INFO@TALOOb.COM](mailto:info@talooob.com)

THE END ...

you've  
found  
what you  
were  
looking  
for?

LET'S KEEP IN TOUCH,  
Yours, Carmen 