

## Transform your organization

#### SHARE YOUR CEOS' VISION

#### The needs of companies in France and around the world

In our volatile, uncertain, complex and ambiguous world, with very strong market constraints, the ability to adapt and the agility of companies are a vital necessity.

We predict that in France by 2030:

- 200 large companies and mid-caps will be transformed
- 10,000 medium-sized companies will be transformed
- Those 10,200 transformations will make the French economy one of the most dynamic in the world.

To lead these transformations, in alignment with the vision of the CEOs, competent and experienced transformation managers will be needed:

- 2,000 managers for large companies and mid-caps
- 50,000 managers for medium-sized companies.

Globally, the quantity of organization to transform and managers to train will be proportional to the population and the number of companies.

#### The state of the art of business transformation

Today's transformation cannot be based on our classic and outdated solutions. Novel problems require creativity and innovation to find solutions.

Five main areas to be explored: culture, process, business models, high-tech and AI, methods of organization.

Transformation managers will deepen these areas in online in face-to-face seminars. High technology and AI requiring cutting-edge expertise will be further deepened in online masterclass

In addition to its content, its singularity lies in the access to higher levels of conscience and to the 4 symbolic dimensions.

Attendees for his innovative training in executive education will be required at least 10 years of professional experience.

## Objectives and expected results

#### LEADERS FOR A SUSTAINABLE FUTURE

#### **Program promise**

Our program helps pioneering companies succeed in their transformation and that of their activities:

- It prepares future transformation managers to change business models, articulating strategy, sustainability and responsibility
- It trains leaders capable of perceiving emerging potential, bringing together project teams, and carrying out impact projects.
- It provides participants with opportunities to clarify their personal truth, their life path, as well as their identity, place, and mission.

#### **Double specificity**

Creating wealth by creating and developing new growth drivers:

- Creativity and innovation
- Cost reduction and process optimization.

Living spontaneous Eureka!, moments of openness to receive external inspirations, inner astonishment in the face of innovative solutions to new problems.

#### Culture of operational excellence

Operational excellence aligns open-mindedness with the demand for results. It is based on a rigorous and responsible root-cause approach, faithful to the principles of the TPS (Toyota Production System) model.

It requires great openness, listening to weak signals, and the ability to connect scattered elements to play an integrative role.

It also requires a dynamic of continuous improvement, precise attention to detail, rigor in execution, as well as an ability to learn and adjust to each iteration.

#### The dream comes true

Imagine 50 transformation managers gathered to collaborate, compare their visions and co-construct action plans that can be immediately activated:

- During 4 intensive weeks, you will explore in depth the key levers: culture, processes, business models and organization
- Your common ambition: to transform the company and its activities... and society as a whole
- To generate real and lasting change, you will delve deeper into 4 interconnected levels: personal leadership, teamwork, business transformation, societal impact.

#### Manage transformation

You will be real actors of transformation:

- You will develop the ability to federate and mobilize teams capable of dealing with crises, following the decided strategy, and implementing effective tactics in a decentralized manner, in compliance with the principles of subsidiarity.
- You will embody leadership that transforms systems while enabling each employee to grow and succeed.

#### Alumni and network

Upon completion of the program, you will join an international community of leaders committed to business and societal transformation. This vibrant community will be animated throughout the year by meetings, peer groups, strategic resources and opportunities for concrete collaboration.

#### Cost

The cost of the program is €12K excluding tax.

This price includes:

- Full access to the 4 weeks (non-consecutive) of face-to-face training
- Personalized follow-up between sessions (intercessions, field support)
- Access to the resource platform, collaborative tools, expert content and the international community of participants.

#### Admission procedures

Participants will be managers with more than 10 years of professional experience. Admission will be based on an application and an individual interview in order to guarantee a high level of commitment and the complementarity of profiles. This rigorous selection will make it possible to create a learning collective that is demanding, open and deeply cooperative.

## Pedagogy of success

#### INTEGRATION OF THE STATE OF THE ART

#### Pulling up

Intensity, maieutic, responsibility and empowerment are at the heart of the action. The constant intention is to arouse, encourage, approve and support the dynamics initiated.

#### Knowledge and wisdom

In the world to come, you will make decisions and act according to the principles of universal ethics:

- You will be responsible, emotionally stable, calm, open, lucid and capable of discernment in the face of trials and events
- You will embody the humility, modesty and patience necessary to lead transformations in the medium and long term.

#### Path to success

To transform reality, you'll help your teams, partners, and allies grow and succeed. Five levers will guide you in this journey, 5 levers that will be dealt with one per day each week:

- Transmission: Recognizing, valuing and sharing skills to strengthen stability, nurture confidence and cultivate optimism rooted in action.
- Ambition: To amplify the vision, raise the level of requirements, open up new horizons and activate the full potential of individuals and projects.
- Agility: Develop the ability to react quickly, deal with crises and seize opportunities with flexibility and speed.
- Energy: Relying on the meaning of projects to mobilize motivation, deploy generosity in effort and activate power and energy.
- Success: Sustain the long term with endurance and perseverance, to transform reality and celebrate achievements with gratitude.

#### How to proceed

The program is organized in 4 non-consecutive weeks, in intensive face-to-face training, allowing participants to take a step back while remaining anchored in the reality of their company:

- Between sessions, guided intercessions promote integration in the field, with updating of action plans, validation with the N+1/N+2, search for partners and coaching of project teams.
- Participants have access to a dedicated collaborative platform, a network of multidisciplinary experts and an international learning community to support their strategic implementation and continuous transformation.

#### The 4 axes of transformation of the company and its activities

The 4 decisive levers on which an executive committee can act concretely to transform the company and its activities are: culture, processes, business models, organization. One week will be devoted to each of this area with a clear ambition to align strategic performance, societal impact, and operational resilience.

#### Week 1 - Culture

- Corporate culture is the invisible foundation that conditions commitment, loyalty and the quality of collective decisions. It can carry or block any strategy.
- By working on culture, you will create a framework of trust and shared responsibility, which will raise collective standards, grow employees, retain talent, and align the organization with shared values.
- Topics covered: Growth mindset, innovation, transparency, continuous improvement, emotional intelligence, learning, mentoring, collaborative spaces.

#### Week 2 - Process

- In a VUCA world, smooth processes are a vital condition for agility, efficiency and the ability to deliver value.
- Too often, processes are rigid, siloed or energy intensive.
- By redesigning them, your companies will gain in speed, clarity and sobriety. They will
  connect operational performance and systemic intelligence, while integrating
  planetary boundaries into their execution flows.
- Topics covered: Lean management, simplification, circularity, sustainable value chains, autonomous teams, interdependencies, systems thinking, biomimicry, territories in transition, crisis management, low-carbon strategy, data-driven management.

#### Week 3 - Economic models

- Business models condition the ability of companies to grow, innovate and remain profitable. In a rapidly changing world, legacy models are quickly becoming obsolete and value-destroying.
- Working on the economic model will make it possible to create wealth in a different way: by articulating strategic vision, financial performance and societal impact.
- This paves the way for regenerative innovations, new markets and sustainable models.
- Topics covered: Regenerative economy, functional economy, disruptive innovation, sustainable value proposition, impact funds, impact measurement, business ecosystems, customer and stakeholder relations, strategic partnerships.

#### Week 4 - Organization

- Businesses will need to become living systems, able to absorb uncertainty without disorganizing. Governance, role and information circulation are key levers.
- Rethinking the organization will make it possible to strengthen structural agility, distribute responsibility, and activate decentralization and subsidiarity as drivers of efficiency.
- Your companies will become more cooperative, more responsive, and better connected to their ecosystems.
- Topics covered: Decentralization, agile methods, cross-functional collaboration, alliances, ecosystem management, change management, resilience, culture of transparency.



#### State of the art of training

Each day of the seminar is structured around four key moments designed to activate, in a progressive sequence, strategic understanding, collaboration between peers, personal anchoring and concrete action.

This rise in power articulates rigor, introspection and action, in the service of an individual, collective and systemic transformation.

#### 1. Strategic business case - Opening

- The objective: to inspire, question, analyze the levers of transformation through concrete cases (Microsoft, Decathlon, GE, Patagonia, etc.).
- Through critical analyses, cross-diagnosis, role-playing, mappings or moving debates, participants identify levers, ethical dilemmas or opportunities for innovation.

#### 2. Expert input & participatory dialogue - Deepening and deciding

- The aim is to link the lessons learned from the case to theoretical models and transformation tools (A3, Donut, V2MOM, etc.).
- The interventions of experts are designed in a participatory format, allowing everyone to link the concepts to their own professional context.

#### 3. Collaboration and mutual aid workshop - Creating together

- The objective: to mobilize collective intelligence to solve the real challenges of the participants.
- The power of quartets or dixtuors makes it possible to formulate new solutions, to shed light on blind spots and to pool the necessary resources, laying the foundations for lasting alliances.

#### 4. Ownership & action plan - Acting

- The objective: to create an immediate link between learning and operational implementation.
- KPIs, reporting tools, dashboards or action plans over 72 hours and 30 days allow everyone to leave with concrete commitments, anchored in their reality.



### Members of the Executive Committee

#### OPERATIONAL OR FUNCTIONAL VPS

#### Joining the Executive Committee

When the time comes, you will be called upon by the CEO to join him on the Executive Committee, and in alignment with his strategic vision of the company, you will develop the operational action plan together and ensure its execution:

- The development of the operational action plan, then its execution in 5 years, will allow your company to achieve its objectives according to its sector of activity.
- 5 main axes will be dealt with simultaneously, in coherence with the systemic and complexity: corporate culture including mastering of execution, i.e. the development of skills and cohesion of employees, processes, business models, high technology and AI, organizational methods.

#### Accessing the higher levels of conscience

By doing differently and better, the 4 symbolic dimensions will be accessible to you:

- 1. Solving problems and meeting challenges
- 2. Living spontaneous Eurekas!
- Mastering vision and execution to repair our damaged world
- 4. Light, clarity, lucidity, discernment, and wisdom.

#### Weathering hardships and storms

Transforming a company, a country or the world, means having to manage the human factor, i.e. interacting with people who:

- 1. Reject everything that is not Invented by Me
- 2. Oppose in disbelief
- 3. Object with skepticism
- 4. Out of jealousy, want to keep the successes and merits of others to a minimum
- 5. Out of laziness, do nothing and try to hide the efforts, merits, and successes of others.

## Transforming society

#### THE RESPONSIBILITY OF CITIZENS

#### Our community of destiny

All living beings are born, live for a limited time, experience old age and disease, and without exception, eventually die.

In the same way, civilizations are born, develop for a limited time, then experience decline, collapse and, finally, disappearance, an inescapable fatality.

Despite the tragedies and catastrophes, the pain and suffering, we hide embers of joy and happiness, which will one day become great flames of joy and bliss, in a better world governed by benevolence, sobriety, solidarity and diversity in unity.

#### Endorse and support the world's youth

If youth knew, if old age could, the world would be ideal.

We have decided to pass on knowledge, skills and feedback to young people so that they avoid, if possible, the mistakes made in the past as well as in the present, here and now.

Adults and elders run and control the world as it is now.

Both will hand over the reins, a process that we are not trying to accelerate. Our mission is to optimize the transition and mutation of society, each in his or her place and according to his or her capacity for action.

We fulfill our task by lifting up high-potential youth and giving them access to higher levels of consciousness and leadership, so that they themselves can bring about the ideal world they dream of night and day.

When the winds of change blow, some erect fortresses, opposing them with incredulity, skepticism, jealousy, and laziness; We prefer to build mills to take advantage of the favourable winds.





## Creating wealth to end poverty

#### OPERATIONAL ACTION PLANS 2025-2030

#### 2030 UN Agenda and 17 SDGs

Since September 2015, the implementation of the 17 Sustainable Development Goals (SDGs) in all UN member countries has been slow because the obstacles are numerous and difficult to overcome. Roadmaps have been drawn up, but they remain in the state of wishes or desires without project teams recruited to carry out the corresponding implementation plans.

In our volatile, uncertain, complex and ambiguous world, public, private and social actors manage priorities and emergencies on a day-to-day basis. They are not available to launch medium-and-long-term projects in the general interest. Even if problems are identified and solutions are formalized, there is a lack of courage to make bold decisions, and of determination to act in the face of indifference, disbelief and skepticism

#### Wealth creation is a disruption

Creating wealth to implement on the ground the SDG 1 (End poverty in all its forms) is the new consensus and promise.

Where there is a will, there is a way. Who in all countries could oppose the creation of wealth to fight poverty and extreme poverty while homeless people are in the streets of cities and humanitarian associations are faced with growing demands?

#### The idea is to act like David facing an allegorical Goliath

In 2025, the contemporary Goliath is not human. It represents the gigantic problems and challenges of our damaged world: its 4 names are "Business as usual", "No one is perfect", "Resignation" and "Capitulation".

Together, we confront this allegorical Goliath with the same confidence, force, courage, and determination as the young shepherd David.



# THINK BIG START SMALL LEARN FAST





#### **CONTACT**

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