



## CORPORATE PRESENTATION

# Boostzone Institute

## Research, Training, Consulting

*Future of the World of Work. Collaborative Management. Social Networking.*

### OBJECTIVES

We aim at being a reference on research on the **future of the World of Work** as it impacts corporations and their strategies.

- Founded in 2004, the Boostzone Institute stemmed from the will to understand and forecast how the evolution of the World of Work and in particular the emergence of **Network-Centric Management** is going to bring a sea change in the management of organizations.
- In essence, the Boostzone Institute is a **community of managers and experts** who believe that globalization and collaboration technology are transforming the economy and the society in fundamental ways.
- Our goal is to help our members create **sustainable competitive advantages** in their organizations and develop their practice of “Network-Centric Management”.

### OUR ACTIVITIES

- **Le Séminaire** : “Le Séminaire” is a small thinktank on the future of the World of Work in a world dominated by networks and communities. The output of the "Le Séminaire" is a better understanding of the issues, possibly suggestions for research topics to be launched by the Institute.
- **Business breakfasts and Knowledge cafés** : We organize thought-provoking presentations and Q/A sessions with recognized experts or three hour working sessions around a hot topic where the knowledge of all participants has been shared, captured and summarized in a reusable working document.
- **Technology watch** : We organize and lead an intelligence community who monitors emerging collaboration technologies. We also have a sophisticated social bookmarking system.
- **Technology sandbox** : We allow full-scale experimentation of collaborative tools to external groups.
- **Sponsored projects** : We organize specific knowledge-sharing meetings and /or research gathering some of the best experts in order to produce a high quality collaboration experience.
- **Documents and Publications** : We provide our members with the latest researches and documents on our field, BestOfs, research papers, essays.
- **Courses** : We have set-up trainings about Collaborative Management and the Future of the World of Work.

## TWO PILLARS

The Boostzone Institute relies on two pillars: a public website and a private platform for its members.

1. The blog, [www.boostzone.fr](http://www.boostzone.fr), is the public and visible part of the Boostzone Institute where our *fellows* communicate their knowledge and share it.
2. "Le Cercle" is a private group of professionals eager to develop and exchange on the implementation of Network Centric management in their organization.

## OUR MEMBERS

The membership of "Le Cercle" is composed of:

- **Business and thought leaders** who focus on organizational issues, who want to understand how networks and communities impact the practice of management;
- **Community managers** who face the daily challenge of energizing their communities and keeping them vibrant in the long-term;
- **Change management professionals and business transformation consultants** who assist their clients in developing business-driven networks and communities through various collaboration technologies;
- **Collaboration software providers**, who need to exchange opinions and best practices on how to motivate users to participate, how to develop people through technology etc.

## OUR SCIENTIFIC COMMITTEE

Its mission is twofold: guide the research directions from the Institute; give their opinions on the potential "fellows" who could publish on the public website of the Institute. This committee is composed of senior executives in large organizations :

- Benedikt Benenati, Communications Director and Organisation Development Director, [Kingfisher UK](#)
- Christian Boghos, SVP Communication and Corporate Innovation, [Manpower France](#)
- Pierre Deheunynck, SVP Human Capital, [Groupe Crédit Agricole SA](#)
- Pascale Leclercq, SVP Strategic Planning, and [MM@cademie](#), [MMA](#)
- Martin Roulleaux Dugage, Chief Knowledge Officer Research and Innovation Division of [AREVA](#)
- Michael Salone, Vice President, [Alstom University](#)

## OUR FELLOWS

Several senior expert members of the Boostzone Institute have been selected because of their level of expertise to be the bloggers of our collective blog.

## OUR FOUNDER

Dominique Turcq is our President and Founder. He is an internationally recognized authority on the future of the World of Work. A former professor at HEC and at INSEAD, a former McKinsey partner and the former SVP Strategy for Manpower Inc., Dominique Turcq is closely associated with several multinationals on their strategy formulation as it relates to the World of Work.

For a better understanding of the evolution of the World of Work  
and the development of *Network-Centric Management*