



strategic impact **via** connected people



## BOOSTZONE INSTITUTE COURSES

# The Beehive

## Earning a competitive advantage by surfing the future of the World Of Work

### CONTEXT & OBJECTIVES

The world of work, this growing collaborative beehive, is evolving drastically. **Demographic factors** including ageing, the skill availability/demand gap, the rise of **Chinindia**, the growing importance of ecological issues on labor markets, the explosion of **social networks**, the increasing social disparities within countries and across countries, the speed of **technological innovations** and of productivity progress due to total connection between people, knowledge and objects are just some of the factors that will make the human capital the most complex scarce resource on earth to be managed within the next 20 years.

A competitive advantage in surfing the evolution of the world of work includes strategic elements of corporate behavior like how to attract the best individuals, organizational elements like how to change toward Network Centric Design and operational elements like which systems to change for improved operations.

Participants will leave this two days program with a good understanding of the major changes to come, a systemic perspective on them and abilities to translate them into relevant corporate human capital strategies for building a competitive advantage for their corporations. They will also benefit from a good understanding of the new management skills required in this new context.

Participants will learn to use a series of practical frameworks helping them to become thought leaders and agents of change within their organizations on the topic of the future of the world of work and on the management design.

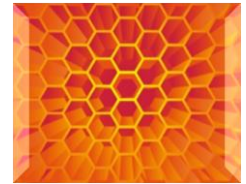
### PARTICIPANTS

- Senior executives of large organizations concerned with strategy, human capital management, organization change issues; heads of countries and of global business units
- Global participation is encouraged for allowing diversity of points of view
- Minimum of 10 and maximum of 20 participants
- Program to be delivered in English but could be delivered in French.

### FACULTY

- **Dominique Turcq** is an internationally recognized authority on the future of the world of work. A former professor at HEC and at INSEAD, he currently leads the **Boostzone Research Institute**, a think tank that he created, dedicated to research on the implications of the evolution of the world of work and of the emergence of a collaborative society on corporate strategy and organization. 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.





## PROGRAMME & APPROACH

Two full days from 9 am /12.30pm and 2 am/5.30 pm

### Day 1 : The World of Work and Global Strategy

Day 1 focuses mostly on large global trends bearing serious global strategy impacts like demography, ecology, technology, economic disparities, global distribution of work and of workers.

Morning: In depth introduction to the major changes in the world of work via presentations, analysis, discussions.

Afternoon: Workshop and role playing on building rational systemic postures for corporation's strategies to face this socio economic background and on identifying most pressing issues for the participants organizations. The participants will be led to use frameworks allowing them to become thought leaders agents within their organizations. They will learn how to translate the trends into challenges for their organization as well as their customers and suppliers.

### Day 2: The World of Work and Organization Design within society and within corporation in a "total connect" world

Day 2 is dedicated to the need for reinventing the corporate design in front of these new challenges.

Morning

Introduction to the major changes required for organizations out of the emergence of a total connect society and the need for a "glocal" design. This part will focus on the impact of social networks, crowd sourcing, collective intelligence and innovation, group productivity on the various dimensions of organizations - from the design of business units to the new roles of hierarchy -, the new dimensions of co-coaching, co-creating, co-working and the competitive advantage that can be built via a new organization design. It will also include the so-called Enterprise 2.0 issues and participants will realize that the challenges are both bigger and more complex than the "simple" introduction of social networking in corporations.

Afternoon

Workshop and role playing on the major dimensions of a new organizational design depending on the starting point of an organization, its size, its location, its culture, its level of security, its will to change, etc. The participants will learn how changes can be implemented in a positive way in any organization through different implementation frameworks. They will be led to elaborate and use a change framework allowing them to apply it to their organization.

## COST, LOCATION & CONTACT

**2000 € HT excluding french VAT**

for the two days, including lunches but excluding accommodations

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Boostzone Research Institute:  
for a better understanding of the evolution of the World of Work and the  
development of « Network-Centric Management »

