



strategic impact via connected people



## BOOSTZONE RESEARCH INSTITUTE

### 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. Its founding members are all professionals of Human Capital management, Networks and Community management, Technology management and Strategic management
- 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**, that networks and communities are becoming the central driving force of business, and that all managers should strive to have a deeper understanding of how networks and communities can be governed.
- The Boostzone Institute focuses on business transformation issues. We strive to build a shared understanding of how vertical organizations of the industrial age can be made to morph into global networked organizations. **Our goal is to help our members create sustainable competitive advantage in their organizations and develop their practice of “Network-Centric Management” through a better understanding of the evolution of the World of Work.**

### OUR ACTIVITIES

The Boostzone Institute helps its members share their experience, make progress together and assist each other in the complex task of transforming their organizations into networked organizations. This is done through several types of activities

- **Business breakfasts around thought leaders.** We organize thought-provoking presentations and Q/A sessions around recognized experts;
- **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
- **Peer reviews.** Within closed communities of peers governed by stringent non-compete agreements, we organize the peer reviewing of the network / community initiatives of our members as a shared learning experience;
- **Knowledge Cafés.** We organize three hour working sessions around a hot topic and make sure that the knowledge of all participants has been shared, captured and summarized in a reusable working document
- **Sponsored Projects.** We organize specific knowledge-sharing meetings and /or research around a specific business issue for the benefit of sponsoring organizations. Our value-add is our ability to gather some of the best experts and to produce a high quality collaboration experience.
- **Documents and Library:** We provide our members with the latest researches and documents on our field
- **Courses:** Programmes about collaborative management and the Future of the World of Work
- **Publications:** BestOfs, Research papers, Essays

## TWO PILLARS

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

The blog [www.boostzone.fr](http://www.boostzone.fr) is the public and visible part of the Boostzone Institute where our fellows community communicate their knowledge and share it

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, and who reflect on the future of the World of Work;
- 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

Our Scientific Committee is composed of a small number of individuals, at senior responsibilities in large organizations. Their mission is twofold: guide the research directions from the Institute in order to make sure they have a real business usage potential; give their opinions on the potential "fellows" who could publish on the public website of the Institute. The composition of this committee is: Benedikt Benenatti, 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 »

