

Butterfly



Create a competitive advantage out of a well-conceived and well-implemented collaborative management

"Just as with butterfly effect, a small change can bring about enormous transformations..."

OBJECTIVES

Duration: 1 day

This program aims to create a **butterfly effect**, enabling the organization to achieve **effective collaboration** in practice.

Participants will acquire the following competencies:

1. An indepth understanding of the management issues involved in sharing information and ideas within an organization, clearly distinguishing private and professional social networks.
2. A practical frame of mind for adopting the managerial applications of collaboration (forum, wikis, tags, directories, bookmarks, etc.).
3. Mastery of the questions that are essential to the next stage in implementing collaboration in their organization.

Communities and networks can be beneficial in all areas of a corporation: for example, in recruitment, managing "alumni" and knowledge transfer; in marketing or technical innovation; in productivity improvement or the exchange of good practice between different organizational entities; in internal communication or the rapid circulation of commercial data; etc.

Nota : We also propose a 3-day in-depth program for intra company training

PARTICIPANTS

Senior executives of private or public organizations involved with thinking about internal social networks, knowledge transfer, innovation, training, human-capital management or strategy.

The number of participants is limited to 12.

FACULTY

Course leaders are all specialists affiliated to the **Boostzone Institute**.

This program's educational content is under the supervision of **Dominique Turcq**, President of the Boostzone Institute.



Understanding the future of the World of Work and building competitive advantages

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PROGRAM

Seven-hour active training day. Participants would be expected to do a 3-hour pre-training activity (reading)

Morning session: 9:00 to 13:00

- Introduction to ~~social networks in society~~ **the impact of technologies on corporate organizations.**
- Role-play in corporate sharing and in confronting effectiveness issues.
- ~~Definition of corporate sharing and its managerial issues: social use vs corporate use.~~ **Private life vs. corporate life: how technologies transform the usages**
- Presentation of corporate sharing situations (collaborative models) and analysis of its implications on the tools and work organization.
- Case studies on companies and tools and analysis of the success factors.

Afternoon session: 14:00 to 17:00

- Critical analysis on the concrete link between tools and usage
- Understanding the differences between two approaches: information database and information sharing
- Analyzing corporate sharing issues where “employees” can co-create and co-organize easily if the right usage and tools are in place.
- Mapping of usages linked to the key collaboration tools (forum, wikis, tags, directories, bookmarks, etc.) : which tool for which usage?
- Presentation of emerging usages: the technologies of 2020
- Elements of implementation program and analysis of concrete management issues: for example defining objectives, governance choice, technology choice, needed resources, etc.

Methodology

- Simulation sharing exercise and analysis of the potential efficiency issues.
- Case-studies linked to social uses; corporate uses; sharing concepts and managerial issues.
- Approach to usage and tool issues, and the concrete link between them.
- Action plan elements for the participating companies.

Preparation

Participants will be expected to undertake some preparatory reading and simple preparation work. The total time involved is 3 hours before each session. This assignment is an integral part of the training.

FEES & APPLICATION

Butterfly - 1 day: **950 € + tax** (*in total 1136,20€ tax incl.*) per participant (*non member*)

Butterfly – 3 days: please contact us for a quotation

Application: fill out the attached form

Contact: maryline.gerlach@boostzone.fr

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