



Integrating the impact of tomorrow's technologies into your business model

How technologies of 2013-2020 are going to change your strategy and your management

Objectives

This workshop will allow you to identify the social, economic and managerial implications of technologies that will shake the society and business in the coming decade, and which already exist today in the pipe-line or pre-development.

The goal is to provide elements to:

1. Understand why the technologies of the last ten years had already predictable consequences as soon as 2003 (for example social networks, geo-localization, Wi-Fi, ADSL, "Cloud", the mobile phone as a communication platform).
2. Identify emerging technologies in 2013 that will change the next decade.
3. Use a methodology to identify their implications for management and company's ecosystem over the next decade.

Faculty

François Gassion, Strategy consultant, specialist in the implementation of new organizational and business models

Dominique Turcq, President of the Boostzone Institute, specialist of the interface between the corporate strategy of enterprises and future trends.

Participants

Senior executives of private or public organizations involved in future managerial evolutions, innovation, management, strategy and supervision of transformation works





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Program / 1 day - 7h

Morning session : 9am to 1pm

- The technologies of 2003 which disrupted the past decade: how was it possible to detect them, why their impact was foreseeable, which competitive benefits enterprises could have taken out of a better insights, why weren't they proactive in their adoption?
- The technologies of 2013: critical panorama.
- Collective choice of two technologies on which the methodological workshops will focus.
- First practical workshop on a technology.

Afternoon session: 2pm to 5pm

- Second practical workshop on a technology.
- Prospective timetable on technologies and their social and managerial implications.
- Brainstorming session on a global approach and on the lessons drawn from the workshops.
- Brainstorming on the potential main lines of proactivity.
- Stakes of the analyzed perspectives in terms of communication towards the executive committees and colleagues .
- Synthesis of the contributions and brainstorming on the next steps for each participant.

Teaching methods:

- Many conceptual and practical material on the evolution of technologies and their penetration in social practices.
- Teaching based on concrete work of forecasting and brainstorming. During the workshops, participants' common sense will be at central stage.
- Combination of stakes for people, economy, society, economic sectors, enterprises, management of individuals and projects.
- Specific analysis of the implications on development of people and skills.
- In some cases, analysis of the geostrategical implications.
- Work in small groups.

Documents

- Participants are expected to do some preparatory reading in order for all to have a common knowledge.

Fees & Registration

1 day: 950€ HT
1136,20€ TTC

Intra-company tariff
on demand

Boostzone is registered as
training organization by
the French administration

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