

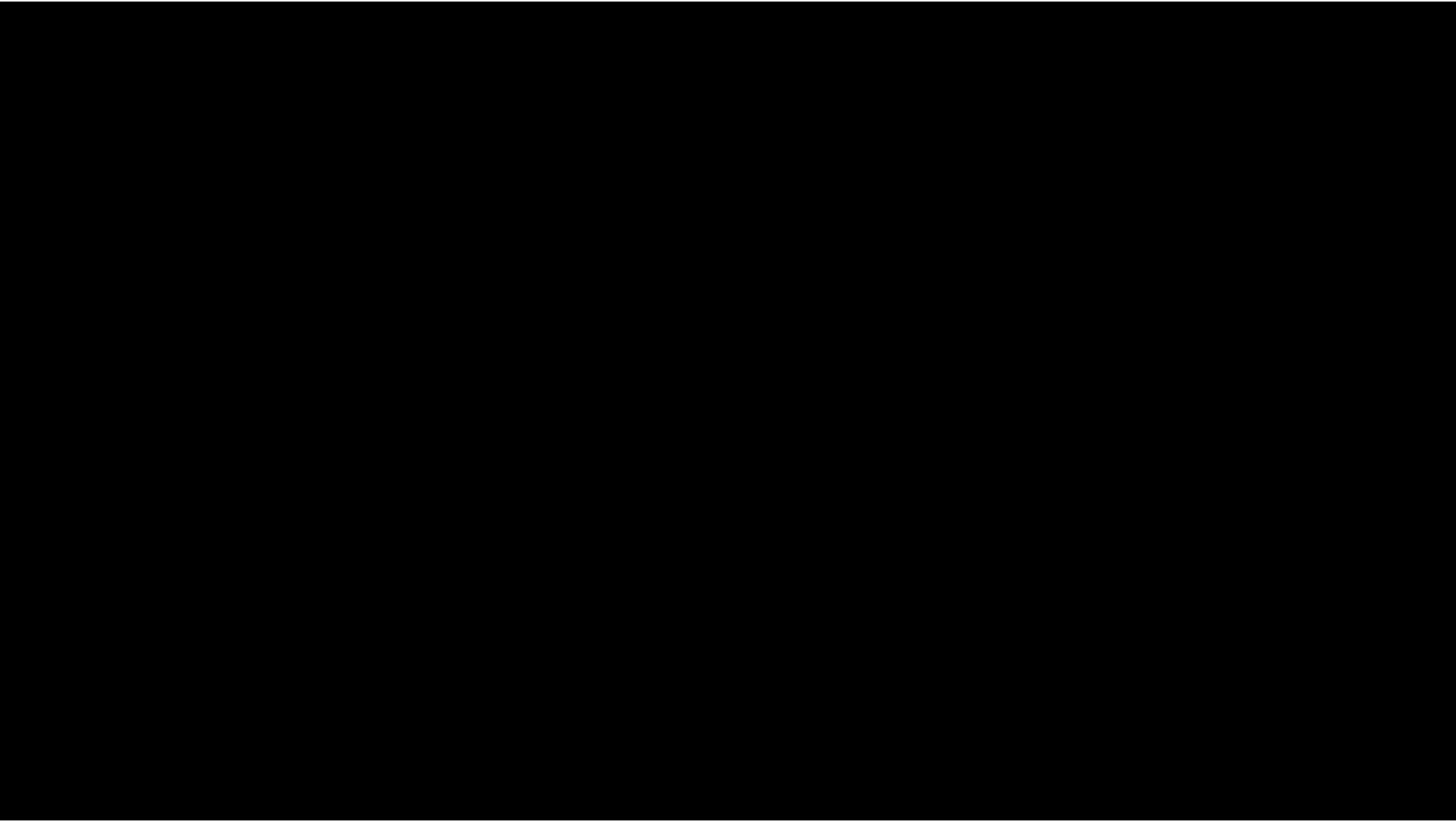
EP04

PLANdigital



PREVIOUSLY

in 180 sec



- 
- 1** Digital Mindset
 - 2** Marketing de l'Innovation
 - 3** Stratégies Marketing Digital
 - 4** Plan Marketing Digital

#TRANSFORM

mation digitale

1/ New Marketing

Économie de la connaissance
Échange multiplicateur

2/ NewWorld Innovation

Révolutions industrielles
NBIC
VUCA

3/ New digital Strategy

Métaconnaissances
Agilité Adaptabilité
IA tropie

4/ New Digital Plan

Attention
Zone de confiance
Commencer maintenant

// REDPILL

Future of Management
Humain Augmenté

4#NEW Digital Plan

1/ New Marketing

Économie de la connaissance
Échange multiplicateur

2/ NewWorld Innovation

Révolutions industrielles
NBIC
VUCA

3/ New digital Strategy

Métaconnaissances
Agilité Adaptabilité
IA tropie

4/ New Digital Plan

Attention
Zone de confiance
Commencer maintenant

// REDPILL

Future of Management
Humain Augmenté



MARKETER

MARKETING
GAFA
RÉVOLUTION
ATTENTES



COMMUNIQUER

INNOVATION
MÉTHODE
CULTURE



VENDRE

IA BLOCKCHAIN SAAS
API BLUE EXPECTATION
EXPERIENTIAL
CONNAISSANCE

1 **marketer.**

2 **communiquer**

3 **vendre**

l'innovation

1

2

3

MARKETER L'INNOVATION

COMMUNIQUER

VENDRE

1

**MARKETER
L'INNOVATION**



2

**COMMUNIQUER
L'INNOVATION**




3

**VENDRE
& RENTABILISER
L'INNOVATION**






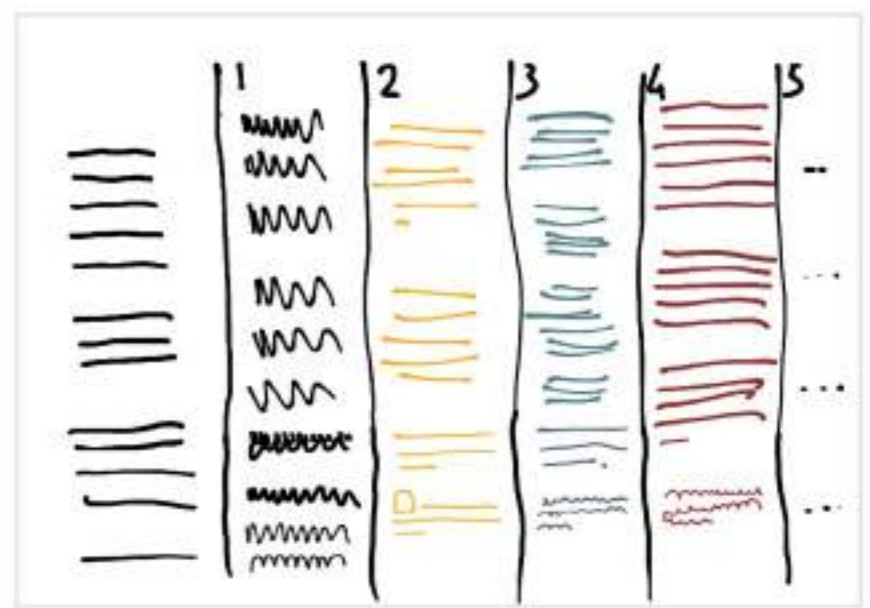
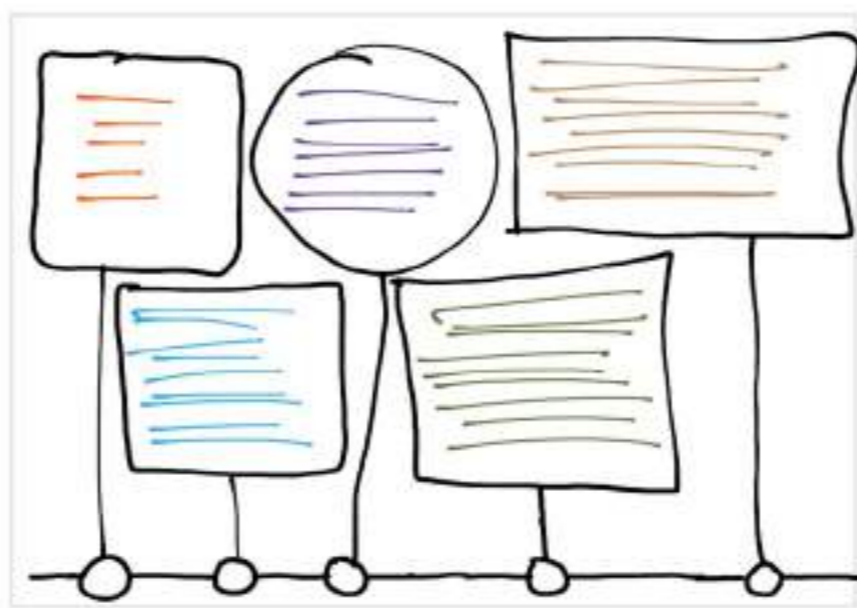
PAUL



32 ans
Célib
CP

“ ”

pain

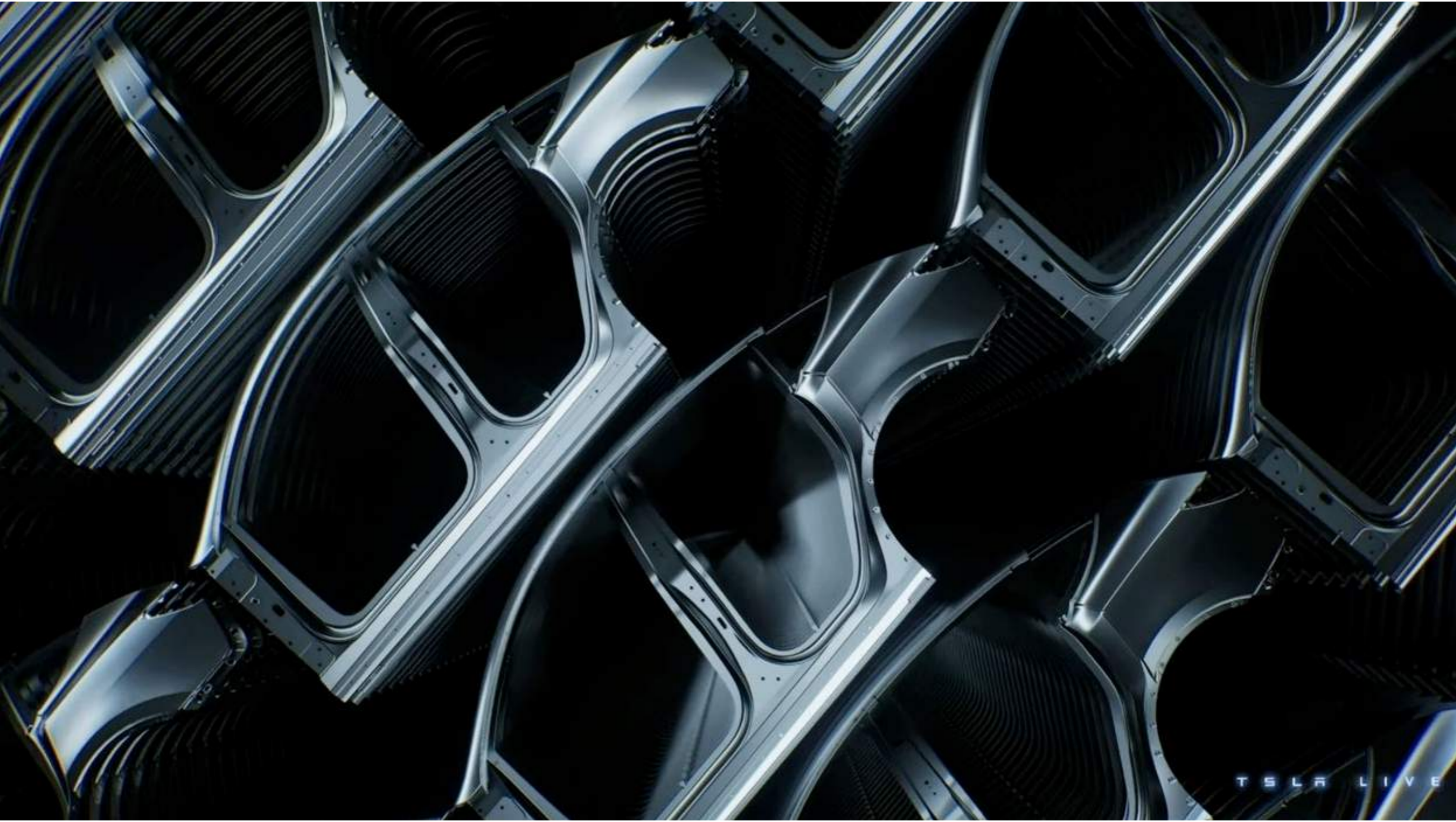
OPE1	- - - -	⊕
OPE2	- - - -	⊕
OPE3	- - - -	⊕
OPE4	- - - -	⊕



G	A	f	S	▶
▶	🐦	🟡	€	😊
<html> <head> <body> CSS.js	Whois TLD .com	BARE	ovh registrar ...	📶
SMS	Ⓜ	☑	AWS	✉

master

plan



T S L A L I V E

Master Plan 3

Sustainable Energy For All of Earth





Tesla Electric Rollout Plan



Coming in July to Texas

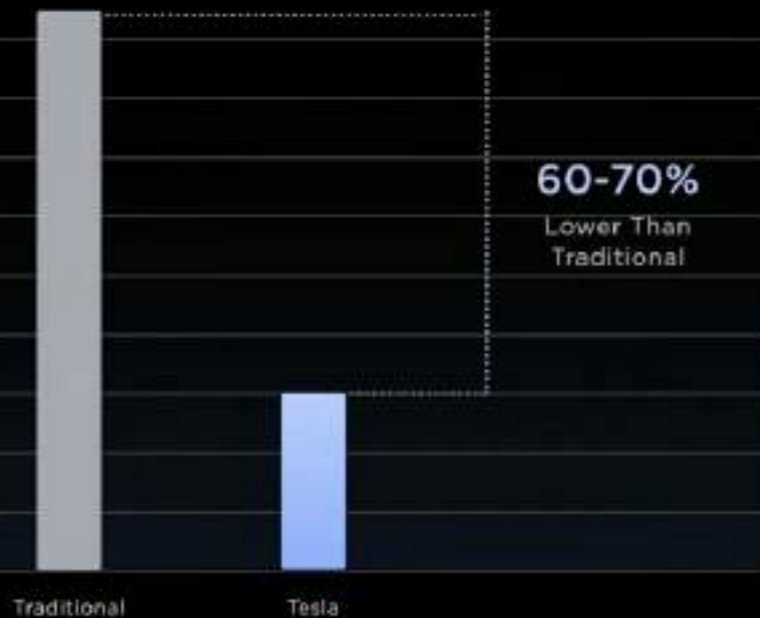
Unlimited
overnight
home charging

\$30/month

TESLA LIVE

Reducing SG&A per Car Enabling Improved Affordability

Selling, General & Administrative Expenses per Vehicles

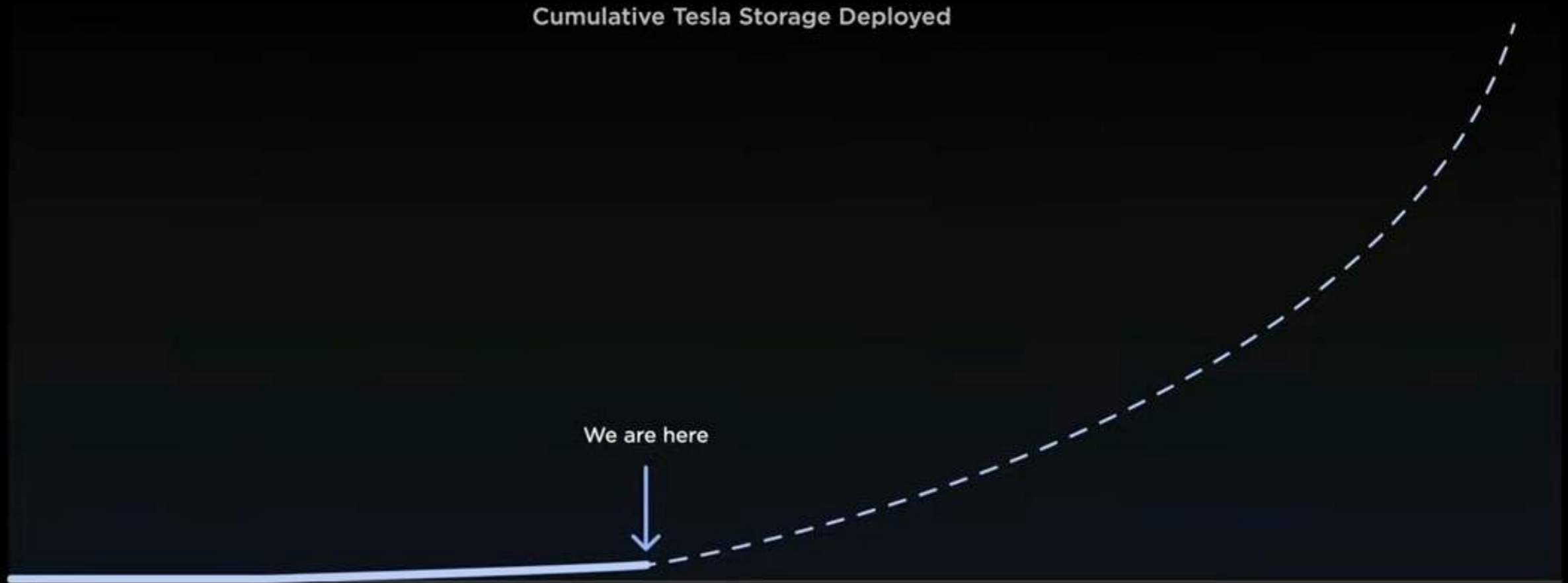


Gigafactory Mexico

MANUFACTURING NEXT GEN VEHICLE

This Is Just the Beginning

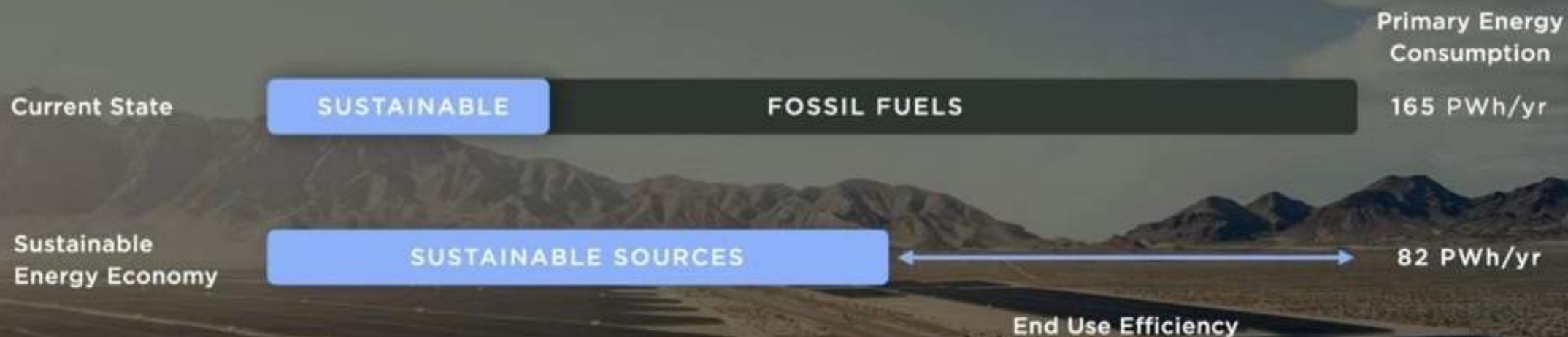
Cumulative Tesla Storage Deployed



Focus on Building Capacity & Ramping Fast

Tesla Is an Electricity Retailer

A Sustainable Energy Economy Is Within Reach & We Should Accelerate It



A Sustainable Energy Economy Is Within Reach & We Should Accelerate It

HOW THE MASTER PLAN WORKS

240TWh

Storage

30TW

Renewable
Power

\$10T

Manufacturing
Investment

1/2

The Energy
Required

<0.2%

Land Area
Required

10%

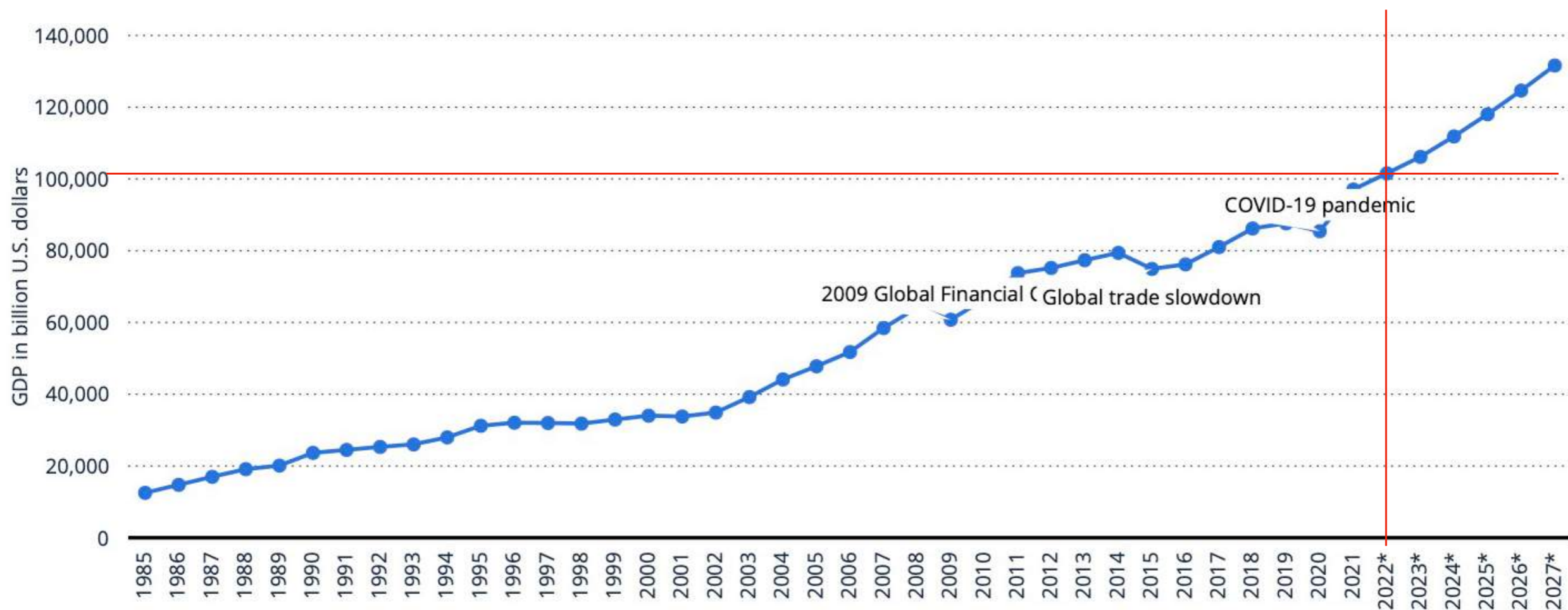
2022
World GDP

ZERO

Insurmountable
Resource Challenges

Global gross domestic product (GDP) at current prices from 1985 to 2027 (in billion U.S. dollars)

Global gross domestic product (GDP) 2027



The Plan To Eliminate Fossil Fuels

Reduction In
Fossil Fuel Use

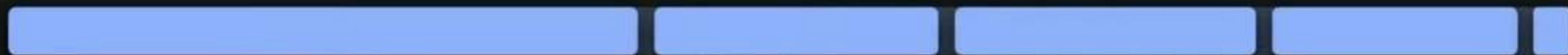
35%

21%

22%

17%

5%



Renewably Power
The Existing Grid

46 PWh/yr



Switch to
Electric Vehicles

28 PWh/yr



Switch to
Heat Pumps

29 PWh/yr



High Temp Heat
Delivery & Hydrogen

22 PWh/yr



Sustainably Fuel
Planes & Boats

7 PWh/yr

Displaced
Fossil Fuels



PREMIUM



STARLINK PREMIUM



SWARM

THANK YOU FOR YOUR INTEREST IN ORDERING STARLINK!

Starlink Premium is not yet available in your area. Please check back for future availability in your area.



**PLAN
DIGITAL**

VOC



Question :

qui sont les
utilisateurs ?

**Keeping an
empty chair
so the
customer is
always in the
room**



 **ACT THINK IMPACT** CHAIR → VOICE : VOC (voice of the customer)

this person doesn't exist .com

Surnom
Age
Vit à
Vit avec
Enfant
JOB
Education

CV

Passionné par

Problèmes / Besoins / Attentes / Frustrations /
Insatisfactions / Pain points / EPIC / USER STORY

Quel est le problème ?

Quelle est la frustration ?

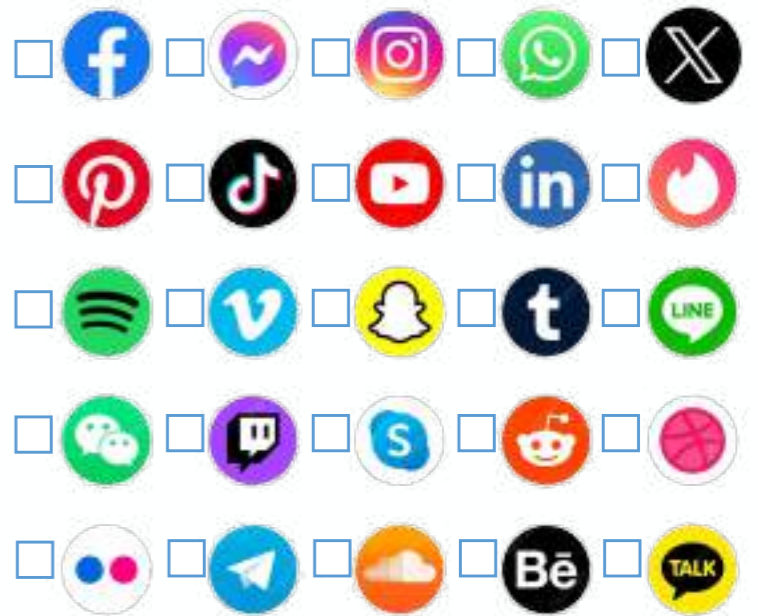
Quels sont les besoins et attentes ?

Pourquoi n'est-il/elle pas satisfait des solutions existantes ?

...
...

Empathie map si besoin pour mieux comprendre le persona

PERSONA





« Je n'aime pas faire de vagues ou gérer des conflits, le débat est la meilleure manière de progresser »

Très belle progression dans l'entreprise Virginie est DRH à 55 ans en commençant assistante il y a 32 ans.

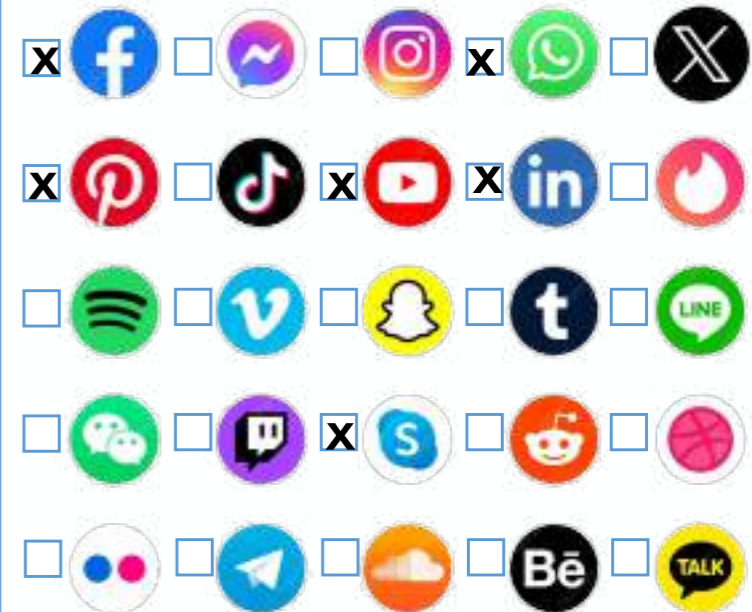
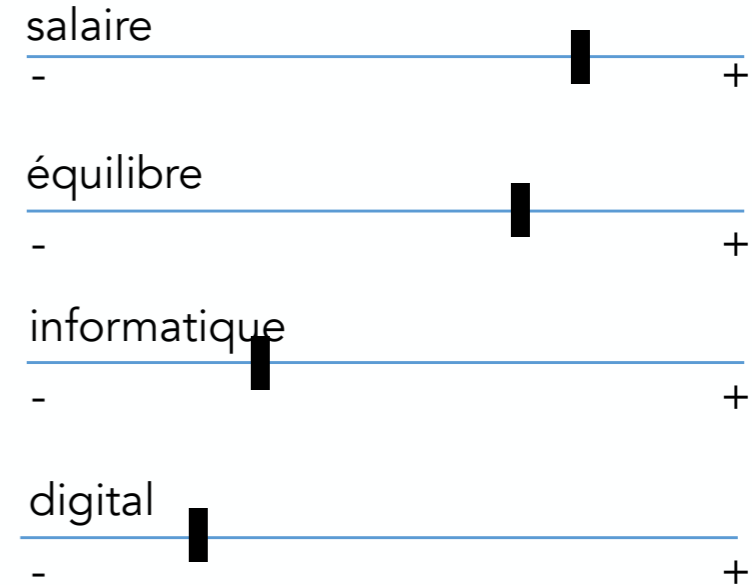
Appréciée de toutes et tous elle privilégie les contacts en face à face

Virginie
 55
 Vit à Lyon (banlieue)
 Vit avec son compagnon et ses 3 enfants
 Enfant : 3
 JOB : DRH
 Education : BEP
 CV : 2eme entreprise
 Passionné par l'artisanat, la brocante

Virginie en tant que DRH d'une ETI, ne sais plus comment satisfaire les différentes générations de salariés qui ont des buts et attentes différentes

Virginie cherche une innovation a mettre à son actif dans l'entreprise, mais c'est dur dans les RH

Virginie n'aime pas son logiciel de SIRH mais elle n'a pas su influencer le choix par son manque de connaissance informatique



Jean-Luc



« J'ai un beau métier, mais mes priorités sont ailleurs. Mon employeur n'est pas mon seul centre d'intérêt »

Jean Luc 36 ans est pilote de ligne depuis 3 ans dans une compagnie low cost européenne. Il trouve que sa vie manque de sens, de variété et d'originalité.

Nom Jean-Luc
Age 36
Vie à Paris
Avec Jeanne
Sans enfant
Education Supérieure (ingénieur école promo ...)
CV pilote entreprise 1
Pilote entreprise 2

Passionné d'aviation et de modèle réduits
Passionné de races de chiens et de voyages en Asie

EPIC / USER STORY / PAIN POINT / PROBLÈME

- Quel est le problème de Jean-Luc ?
- Quelle est la frustration de Jean-Luc ?
- Quels sont les besoins et attentes de Jean-Luc ?
- Pourquoi n'est-il pas satisfait des solutions existantes ?

Revenus



Ville



Fréquences



Niveau Technique



John



« QUOTE : happy to be an

entrepreneur in

Description: funder of an IOT company

9 employees

7 millions euros turnover

29 clients with 650 shops

Name

Age

Live With

Education

Resumé

Company 2012...2020

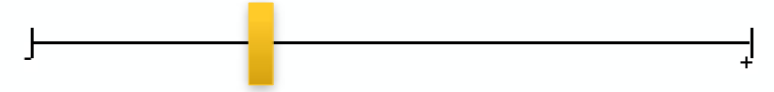
Products

PAIN POINTS

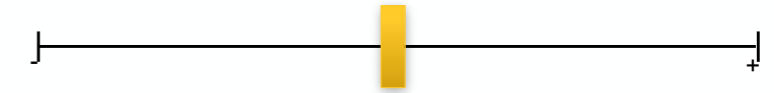
...

...

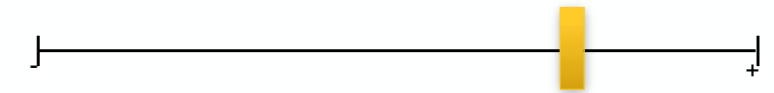
Revenues

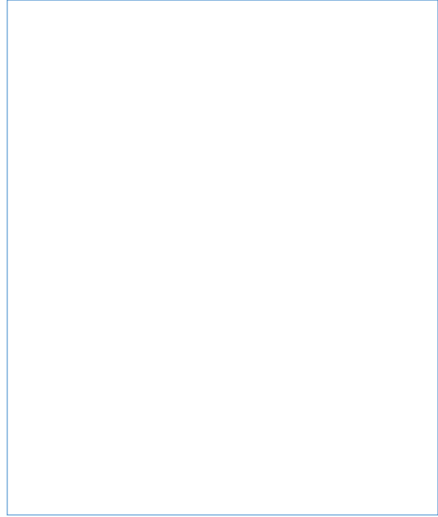


Type of city



Frequency





Surnom
Age
Vit à
Vit avec
Enfant
JOB
Education

CV

Passionné par

Problèmes / Besoins / Attentes / Frustrations /
Insatisfactions / Pain points

-

+

-

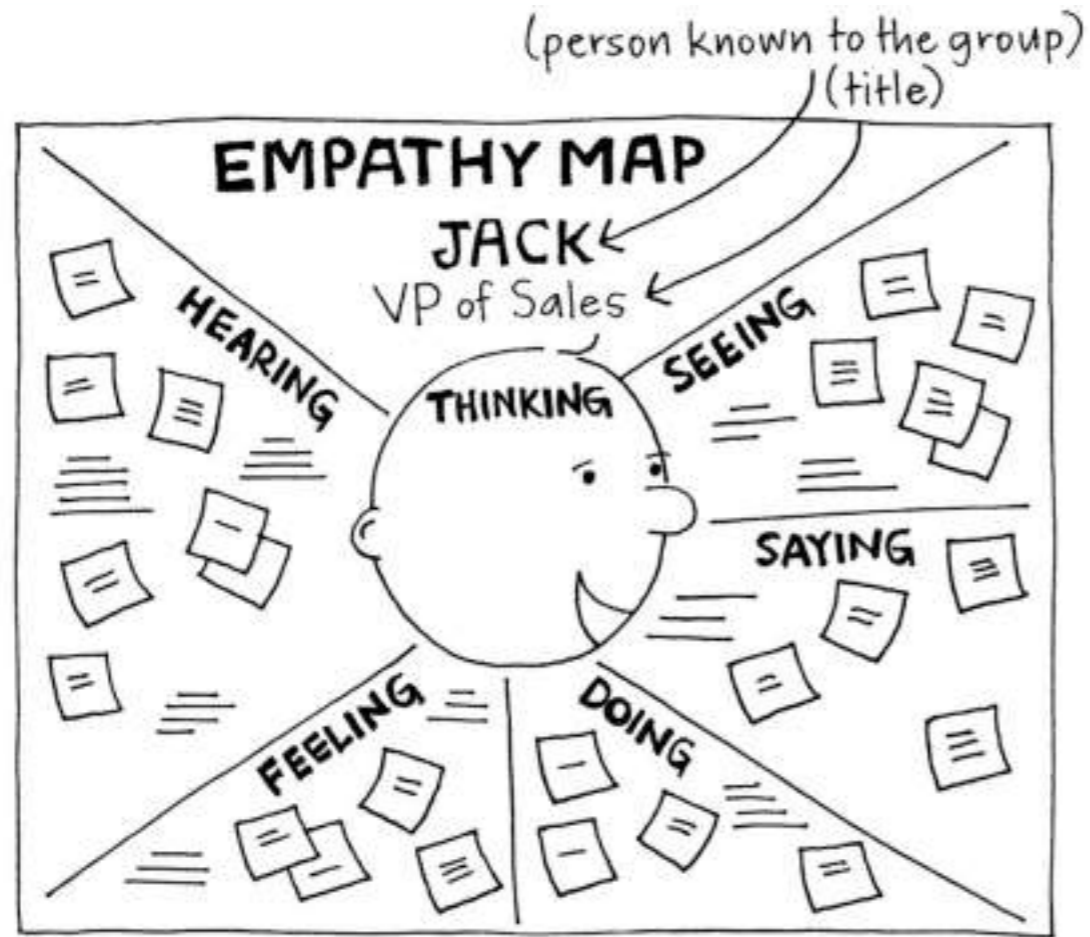
+

-

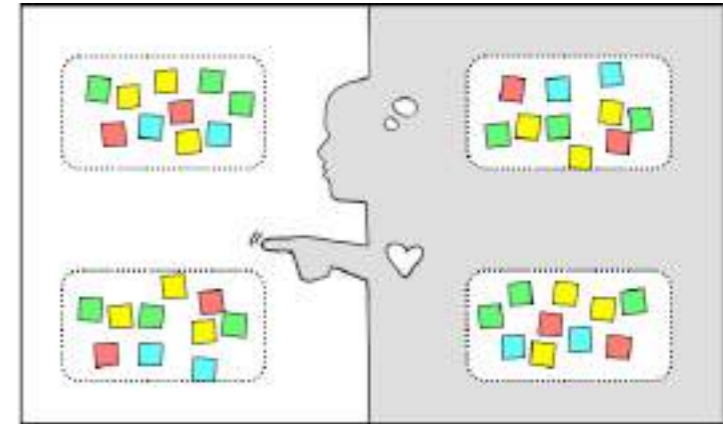
+

-





METHOD EMPATHY MAP



WHY use an empathy map

Good design is grounded in a deep understanding of the person for whom you are designing. Designers have many techniques for developing this sort of empathy. An Empathy Map is one tool to help you synthesize your observations and draw out unexpected insights.

HOW to use an empathy map

UNPACK: Create a four quadrant layout on paper or a whiteboard. Populate the map by taking note of the following four traits of your user as you review your notes, audio, and video from your fieldwork:

- SAY:** What are some quotes and defining words your user said?
- DO:** What actions and behaviors did you notice?
- THINK:** What might your user be thinking? What does this tell you about his or her beliefs?
- FEEL:** What emotions might your subject be feeling?

Note that thoughts/beliefs and feelings/emotions cannot be observed directly. They must be inferred by paying careful attention to various clues. Pay attention to body language, tone, and choice of words.

IDENTIFY NEEDS: "Needs" are human emotional or physical necessities. Needs help define your design challenge. Remember: Needs are *verbs* (activities and desires with which your user could use help), not *nouns* (solutions). Identify needs directly out of the user traits you noted, or from contradictions between two traits - such as a disconnect between what she says and what she does. Write down needs on the side of your Empathy Map.

IDENTIFY INSIGHTS: An "Insight" is a remarkable realization that you could leverage to better respond to a design challenge. Insights often grow from contradictions between two user attributes (either within a quadrant or from two different quadrants) or from asking yourself "Why?" when you notice strange behavior. Write down potential insights on the side of your Empathy Map. One way to identify the seeds of insights is to capture "tensions" and "contradictions" as you work.

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

7 What do they THINK and FEEL?

PAINS

What are their fears,
frustrations, and anxieties?

GAINS

What are their wants,
needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

6 What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

ICP / ABM



PERSONA

visible

ARRIVEE

DEPART



parcours total

Fundamentals



Listen



Measure



Think



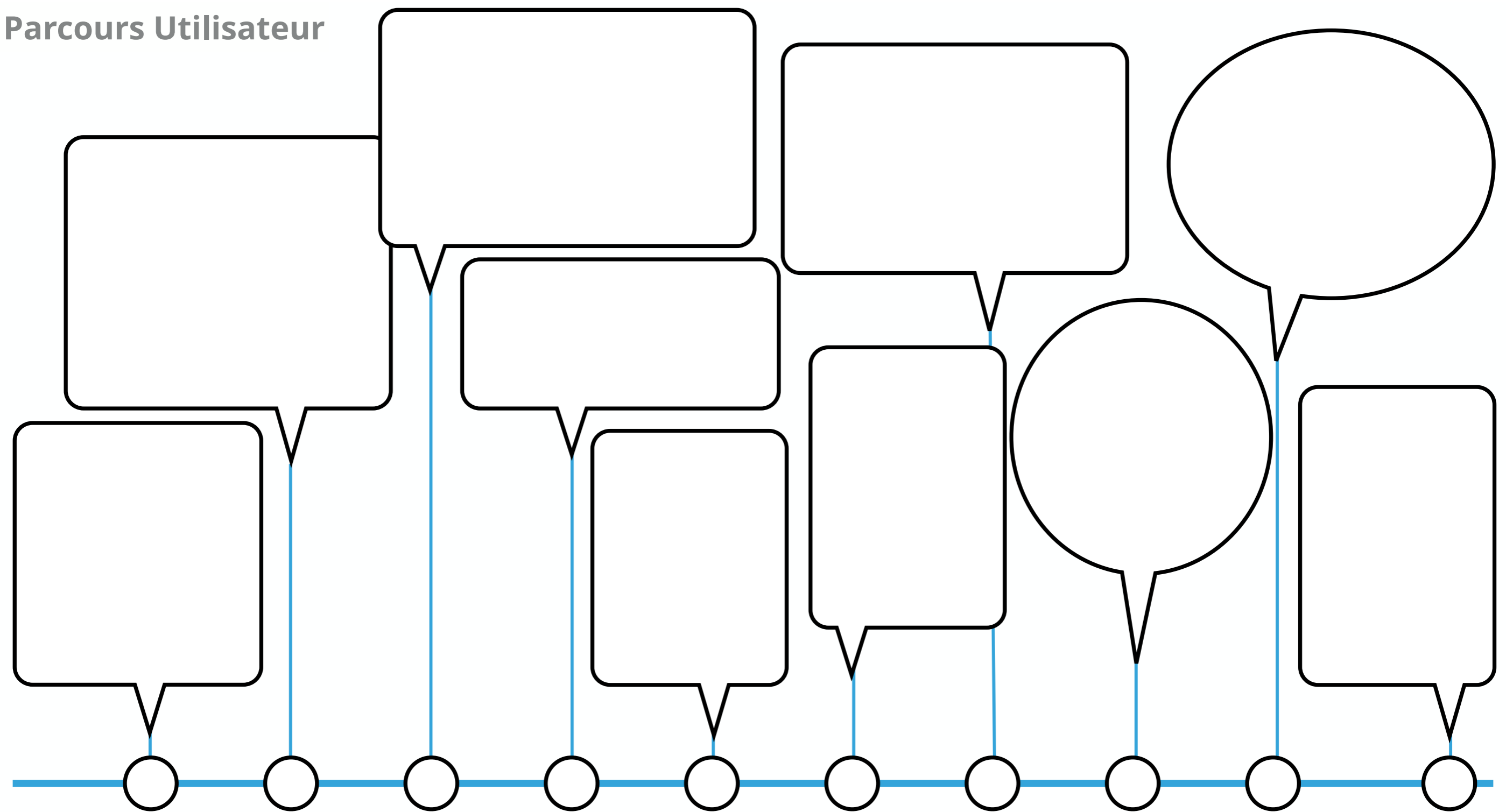
Act



IMPACT



Parcours Utilisateur



What Defines a Good Omni-Channel Customer Experience?



Customer experience, like technological evolution, is a moving target. The companies that will win are the ones that know they are in it for the long haul.



43%

The importance of an amazing brand experience can turn a customer into a brand advocate.

According to an analysis by Watermark Consulting, 10-year investment returns from publicly traded customer experience leaders (measured by Forrester's Customer Experience Index) were 43%, while investments from customer experience laggards generated negative returns.¹

hybris software
An SAP Company

www.hybris.com



Powerful customer experiences are not just about maintaining consistency, relevance, and convenience at any cost. It is about creating equally seamless customer dialogue across every stage of the customer journey, from pre-purchase research to post-sales touches.

The Five Key Factors to a Winning Omni-Channel Customer Experience



1 CONVENIENCE

Today's consumers are time-strapped, and this means that convenience is not just a benefit—it is a central principle of a strong customer experience.

71%

of consumers expect to view in-store inventory online²

50%

expect to be able to buy online and pick up in-store.²

However, only a third of retailers have operationalized even the basics such as store pickup, cross-channel inventory visibility, and store based fulfillment.²



2 CONSISTENCY

Consistency is vital when building a true omni-channel business, but it is also indispensable to create experiences based on a unified brand presence that consumers can trust.

51%

of customers expected a retailer's product offerings to be the same across multiple channels³

57%

expected promotions to be consistent across online, offline, and social touchpoints³

69%

believed that variable pricing across multiple channels should be a thing of the past⁴



3 RELEVANCE

The new consumer expects interactions to be real-time, highly personalized, and tailored to buying preferences, transaction history, and user behaviors.

58%

of consumers would share details such as measurements and size with retailers⁴

49%

are comfortable with brands collecting personal data⁴

35%

approve a company sharing data with a third party in the name of creating a personalized customer experience⁴



4 EMPOWERMENT

Brands that empower and inform customers to make the best purchasing decisions are creating loyal customers.

80%

of revenue for most companies comes from 20% of their loyal customers⁵

Cross-sell and upselling to a prospect is 5%-20%, whereas the probability with an existing customer is

60%-70%⁵



5 AGILITY

Technological acceleration now means that capturing connected customers depends on a brand's ability to take an agile approach. Businesses must adopt tools and analytics that recognize market changes and shifts in buyer behavior, as well as scalable systems that enable fast action when opportunities present themselves.

80%

of consumers say they are more likely to evaluate solutions from brands they follow on social media⁶

63%

of consumers say they have engaged with disappointing brand content, and 23% of them said they would never read that brand's content again after the experience⁶

Companies are seeing more than

63%

of customer service inquiries initiated over social channels⁷

SOURCES:

¹ The eBusiness Professionals Blueprint For Strategy In The Age Of The Customer, Forrester Research, Inc., September 12, 2014

² Customer Desires Vs. Retailer Capabilities: Mind the OmniChannel Commerce Gap, a commissioned study conducted by Forrester Consulting on behalf of Accenture and Hybris, an SAP company, January 2014

³ The Future of Customer Engagement, Edge Research Reports and SAP, June 2014

⁴ The Future of Customer Engagement, Edge Research Reports and SAP, June 2014

⁵ <http://www.second-to-none.com/5-staggering-statistics-on-brand-loyalty/>

⁶ <http://www.pardot.com/research/5-brand-engagement-stats-2014-ideshare/>

⁷ <http://blogs.salesforce.com/company/2014/04/new-social-customer-engagement-stats-gp.html>



For more information on the five key success factors for delivering a winning omni-channel customer experience, watch our short video with Jamie Anderson, SVP of Marketing, hybris Software here: youtu.be/5560ia_30H4

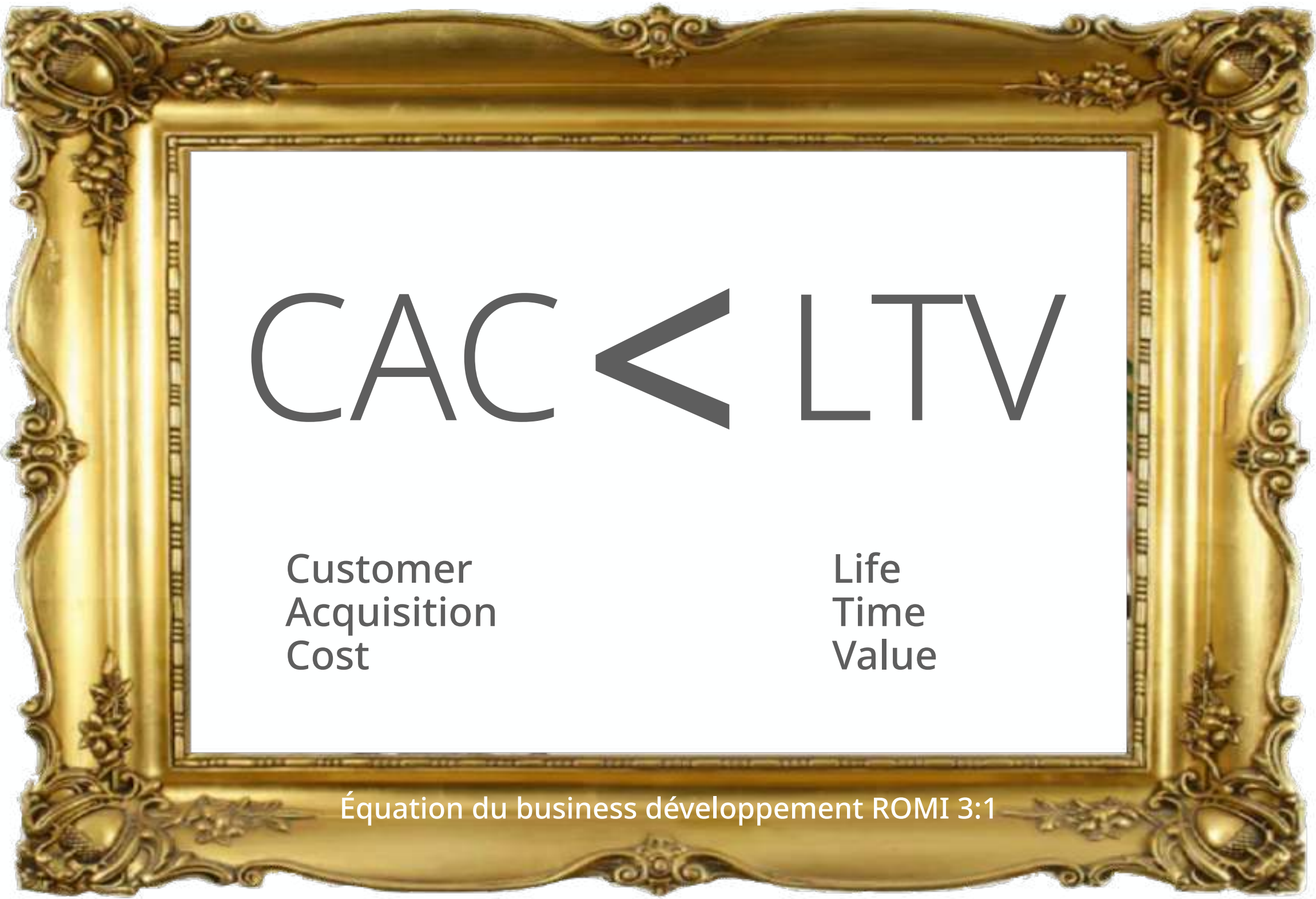
Nouveau nom du produit 1 produit 2 entreprise		
Secteur (s), pays, industrie (s)		
Positionnement et/ou Promesse		
Business Model BotBtoC		
Définitions du marketing	Définition générale, courte et simple du marketing	Adaptation de cette définition pour ce cas de BtoB



@kratiroff

DATA

01
10
01
10
01
10


$$\text{CAC} < \text{LTV}$$

Customer
Acquisition
Cost

Life
Time
Value

Équation du business développement ROMI 3:1

$$CAC < LTV$$

Customer
Acquisition
Cost

Life
Time
Value

Équation du business développement ROMI 3:1



A

A

A

R

R

R

€

S

e

o



Google!

**SA PLACE DANS LE
DIGITAL MARKETING**

SEARCH

SEO + UX = SXO

SEARCH EXPERIENCE OPTIMISATION

SEM

SEO

vSEO

SEA

SMO

ASO

SERP

YouTube

CPC

Time Line

App Store

Ranking

Watch Time

Bidding

Promo

Rating

Speed

Algorithm

KeyWord

Engage

Review

RETAIL MEDIA (Amazon, Cdiscount, Fnac...)

???

MAP

Booking

Podcast

Inventory

OTA travel

LongTail

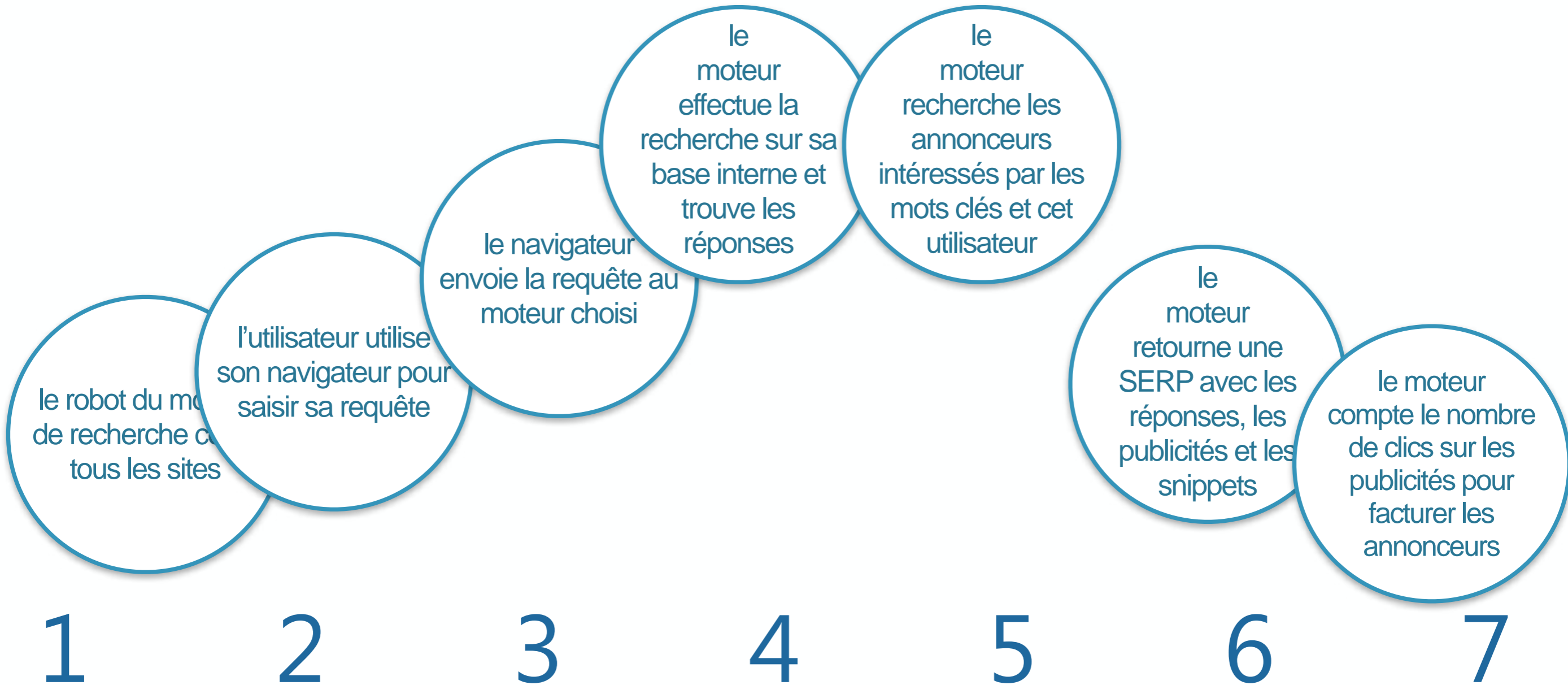
...

— straight answer —

ZERO CLIC

A group of cyclists is shown in motion during a race, leaning forward on their handlebars. The cyclists are wearing various team kits, including light blue and yellow, and red and white. The background is blurred, suggesting a fast-paced environment. A semi-transparent rectangular box is centered over the image, containing the text 'ZERO CLIC' in a large, bold, black font. Above the box, the text '— straight answer —' is written in a white font, flanked by horizontal lines.

anatomie d'une recherche



SEARCH

moteur de
recherche

texte SERP

vs.

PERSONALI SATION

moteur de
PUBLICITÉ

\$ annuaire \$

SEARCH

moteur de
recherche

texte liste

vs.

FIND

moteur de
réponse

voix

1

INFOBÉSITÉ

**1 milliard de sites
2 millions d'APPS
10 milliards
d'interactions
sociales / j
2 millions de
e-boutiques**

=

**une affiche
dans le désert**

2

SXO

**Texte
Contenu
Brand Content
User eXperience
ZMOT
Micro Moment
Réputation
Confiance
Backlink
OnPage / OffPage**

3

KPI

**Visiteur Unique
(VU)
Engagement
Traction
Clic**

**PdM
ROI**

TECH

semantic

SSL

META CODE

sitemap

EMD

RWD AMP

+

EXPÉRIENCE

SXO

speed

organisation

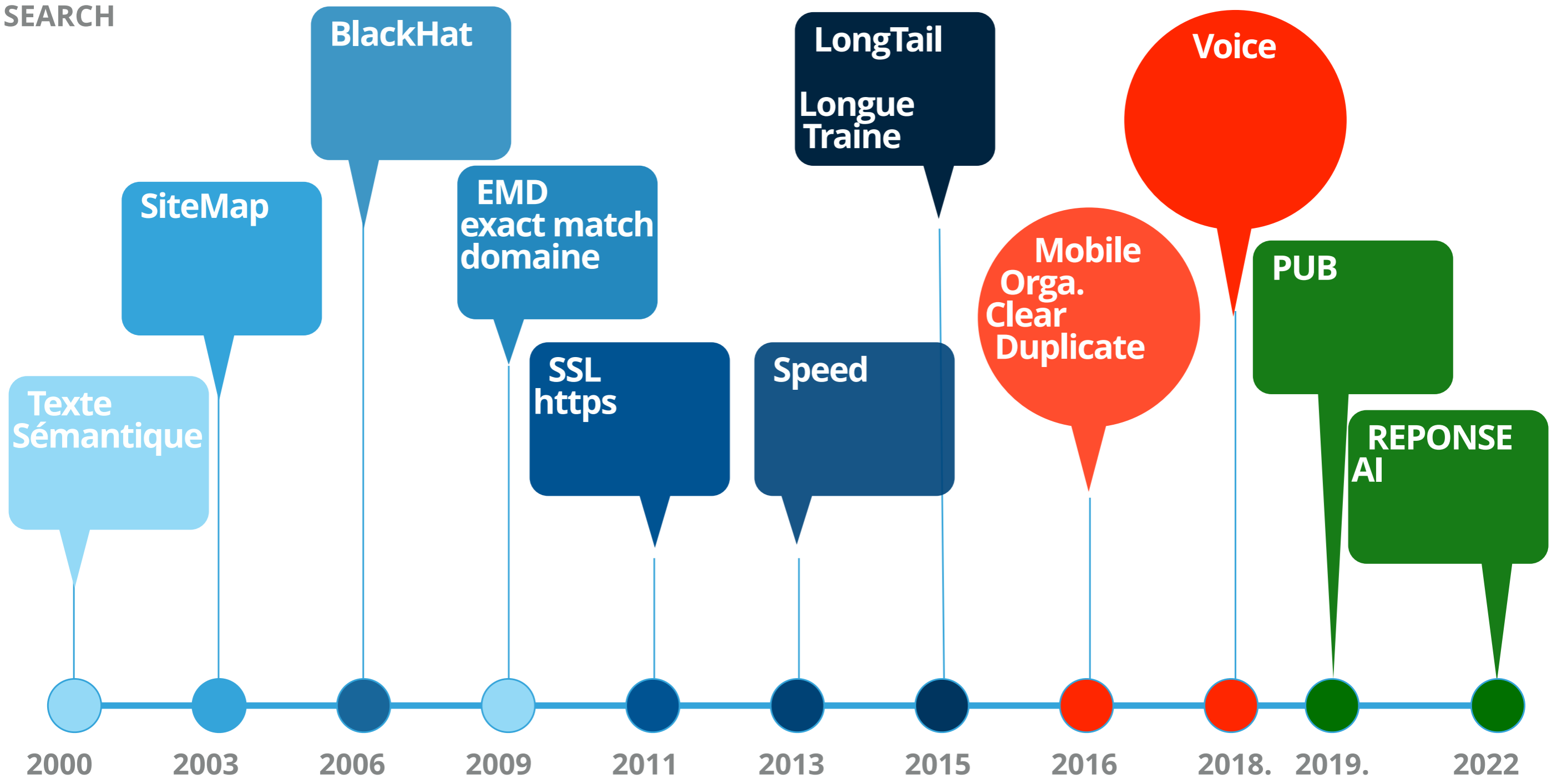
duplicate

Mobile

AMP

UX

SEARCH



...

SEARCH (référencement)

=
SEM
=

SEO + SEA + ASO +
SMO + retail media

==>
SXO

SEM SEO SEA ASO SMO SXO SERP

Backlink PageRank

Position Zéro AnswerBox

Snippet Knowledge Graph

PAA

GA GSC GoogleUpdate

Search engine - moteur de recherche (réponse)

browser - navigateur

Long Tail - longue traine

KeyWord - Mot Clé

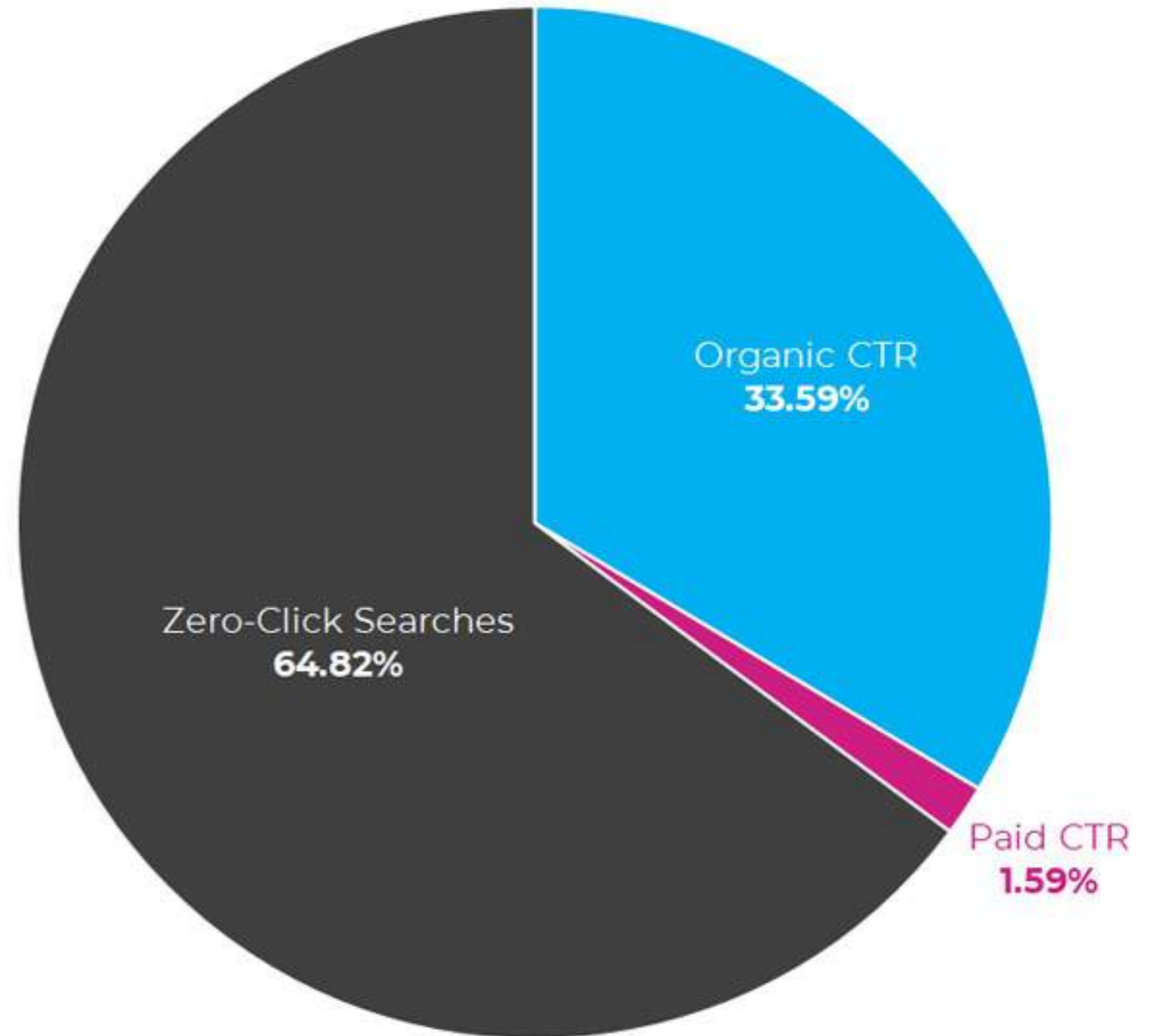
No Scroll

RWD AMP SSL https SiteMap 404

Google Search CTR & Zero-Click Searches, 2020

(worldwide data, desktop & mobile devices, via SimilarWeb's 100M+ user clickstream panel)

zero clic
Search



Common Crawl maintains a **free, open** **repository** of web crawl data that can be used by **anyone.**

Common Crawl is a 501(c)(3) non-profit founded in 2007.

We make wholesale extraction, transformation and analysis of open web data accessible to researchers.

Overview

<https://commoncrawl.org/>



**PAID
OWNED
EARNED
SHARED**

**marketing
média**

1

Infobésité

FOMO
Info-Snacking
10 heures
Hyper Choix
Digital Detox
NoMoPhobie

2

BRAND CONTENT

StoryTelling / Newsletter
Qualité rédactionnelle
Native ad / Gamification
Curation / Vidéo / Podcast
RTM / SEO / NewsHack
Livre blanc / Webinar
Learn Marketing / WebSerie

POEM

3

LOVEMARKS

Respect du lecteur
Respect du client
Fidèle au-delà du
raisonnable



STRATÉGIE de CONTENU



... MARKETING d'INFLUENCE

BRAND CONTENT

VS.

content marketing

content strategy

content mix to be diversify



content marketing



brand content



StoryTelling

NoStory : NoBusiness

INBOUND

//

#CustomerEmpowerment



workshop

hubertkratioff

06 80 43 29 05

hubert@kratioff.com
linkedin.com/in/kratioff
@kratioff

EXERCICE GROUPE

1. Qrcode
2. Slido
3. Exemple de phygital
4. Url shortener
5. digital=?
6. UX ≠ CX ?
7. SEO
8. NPS
9. HBR HBS
10. VOC
11. Zero to ... ?
12. Def. marketing
13. Formule calcul NPS
14. VUCA
15. GEN Y vs. GEN Z
16. numérique vs. digital vs.?
17. Time is money ???
18. liquid ?
19. NFT
20. 1111
21. Gafa + ?
22. NATU + ?
23. BAT + ?
24. Positionnement
25. NBIC
26. Benchmark intersectoriel
27. Marketing de la demande
28. e-sport
29. IIOT (avec 2i)
30. Linkedin SSI
31. Agile Manifesto
32. Blockchain
33. Lean
34. 4IR vs. 3IR
35. Token
36. Scrum
37. Product Backlog
38. YC Business Model & funders
39. POC
40. Marketing definition
41. AARRR ou AAARRR
42. Role Model
43. Incubateur name ?
44. Licorne (unicorn)
45. PMF
46. MVP

workshop

hubertkratioff

06 80 43 29 05

hubert@kratioff.com
linkedin.com/in/kratioff
@kratioff



Picks and Shovels

NoQueue.cio
API for UX

API : Interface entre Applications Programmées





Vous inventez une API qui permet de supprimer les queues et files d'attentes. Votre client vous envoie :

- Le type de convocation (musée, aéroport, gare, vente, médecin ...)
- L'heure de début et de fin
- La liste des personnes convoquées

Vous lui retournez la liste des personnes avec l'horaire précis de convocation

Votre algorithme tient compte des habitudes, des informations tiktok, insta, snap, tinder, facebook, linkedin, du comportement. Votre machine learning (IA) ajuste les horaires futurs en fonction des heures d'arrivées réelles.

Sur place les personnes sont taguées pour comparer la prévision et la réalité. Ils peuvent aussi, comme dans Waze, déclarer la durée et la taille de la file d'attente.

Tous ces éléments améliorent les futures prédictions.

NoQueue est une plateforme biface, attention au double persona !

Utiliser le format PAPER1 pour rendre votre préconisation en trois parties :
(Marketer / Communiquer / Rentabiliser) sans dépasser une page ou 1500 signes

Par mail / en PDF / hubert@kratiroff.com

ipapi : un outil gratuit pour géolocaliser vos visiteurs en temps réel





Fabian Ropars, le 29 octobre 2018

Nous vous présentons régulièrement les différents produits d'APIlayer, cette start-up est en effet spécialiste des API permettant d'automatiser certaines tâches, et de donner de la valeur aux données. Leur dernier né s'appelle ipapi, et le service permet de géolocaliser les visiteurs grâce à leur adresse IP.







Toutes les datas disponibles grâce aux adresses IP

The screenshot displays the ipapi tool interface. On the left, a sidebar lists services under 'Content Personalization': Language Redirection, Currency Detection, Time Zone Lookup, and Fraud Prevention. The main area shows a flow: an IP address '78.229.38.185' is input, which is geolocated to 'United States' and then 'New York'. On the right, a list of campaigns is shown: Montana Campaign, Utah Campaign, New York Campaign (highlighted in green with a checkmark), California Campaign, and Arizona Campaign.







Des tarifs pour tous les besoins

		BEST VALUE	
 Free	 Standard	 Business	 Business Pro
Free forever, no exceptions.	Basic level — core features and up to 50,000 monthly requests.	Our best-seller — advanced features and up to 500,000 monthly requests.	Professional level — complete set of API features and up to 2 million monthly requests.
\$0 per month	\$10 per month or \$8 if billed yearly	\$50 per month or \$40 if billed yearly	\$100 per month or \$80 if billed yearly
SIGN UP	SIGN UP	SIGN UP	SIGN UP



  <p>Turn volume up by text (when phone lost in cushions)</p> <p>by alexpmil 40k 1.6k</p>	  <p>High UV Index iOS Alert</p> <p>by mayalima 15k 492</p>	  <p>Receive an email if there will be rain in your area tomorrow</p> <p>by selomakhin 67k 2.0k</p>
--	---	---

  <p>Keep a phone call log in Google Drive</p> <p>by kev 32k 1.2k</p>	  <p>Set my Android's wallpaper to the NASA Astronomy Picture of the Day</p> <p>by mikesoch 77k 2.0k</p>	  <p>Mute my ringer at bedtime</p> <p>by bunnie 53k 1.9k</p>
--	--	--

  <p>Organize iPhone screenshots in an iOS Photo album</p> <p>by fijan 46k 1.4k</p>	  <p>Forward emails to trigger@recipe.ifttt.com to save an #attachment in Dropbox</p> <p>by redwanhug 23k 630</p>	  <p>Save new Facebook photos you're tagged in to an album on your iPhone</p> <p>by devin 60k 2.0k</p>
--	---	--

  <p>Backup my contacts to a Google Spreadsheet</p>	  <p>Save your Instagram photos to Dropbox</p>	  <p>Download new Facebook photos you're tagged in to a</p>
--	--	---

Build apps that communicate
with everyone in the world.
Voice & Video, Messaging, and
Authentication APIs for every
application.

[Get a free API key](#)



Lancer l'API qui révolutionne l'UX :

fluidité de l'accès aux locaux

pas d'attente

rapidité du onboarding

temps supplémentaire pour achats

meilleure UX

...

moins de personnel de contrôle

travail plus agréable

ventes additionnelle

OBJECTIF VALO : passer de 1 à 500 millions !

The logo for 'MAIS' is displayed in a large, bold, sans-serif font. The letters are filled with a vertical gradient that transitions from a deep purple at the top to a bright orange at the bottom.

l'équipe
avant
l'idée

Les grandes
réussites viennent
des bonnes équipes
qui ont pivoté... plus
que des grandes
idées !


**Les VC (venture capitalist)
choisissent d'abord l'équipe ...
et l'orientent sur un bon projet**

A close-up photograph of two hands, one from the left and one from the right, holding a light-colored rectangular sign. The sign has the words "VENTURE" and "CAPITAL" stacked vertically in a bold, sans-serif font. The background is blurred, showing what appears to be a person's face and a white cup.

**VENTURE
CAPITAL**

- 1/ Présentation équipe (1mn oral)
- 2/ Persona (1)
- 3/ Carte d'empathie (simple)
- 4/ Parcours client (7j)
- 5/ Product Backlog (10 user stories)
- 6/ Prototype (Marvel App)

Better done than perfect



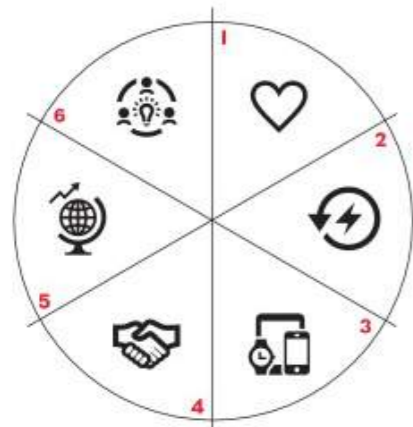
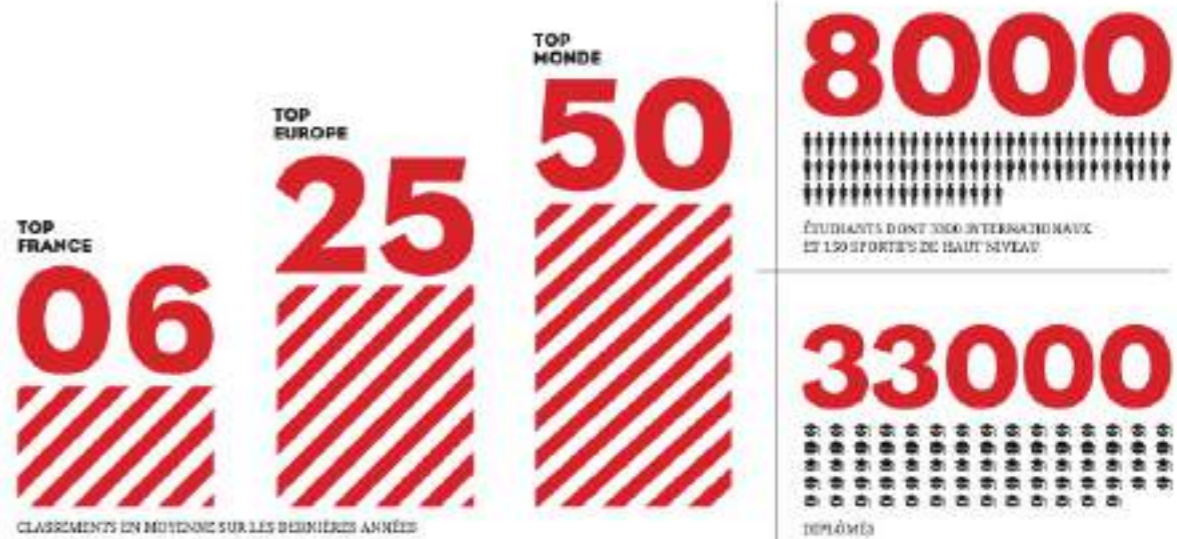
Vous
prendrez bien
une pilule
rouge !



**Act
Think
Impact**



L'école en quelques chiffres.

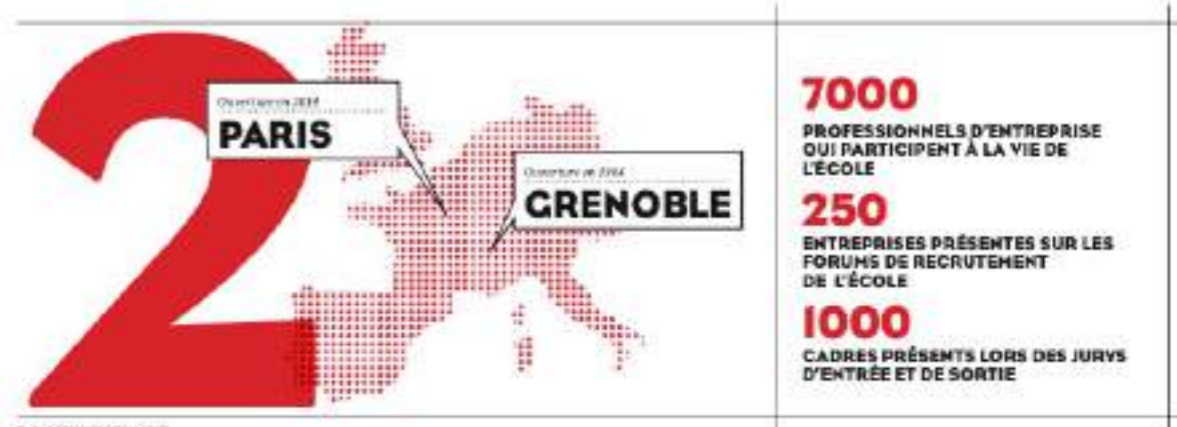


- 1 SANTÉ ET BIEN-ÊTRE
- 2 ÉNERGIE ET CHANGEMENT CLIMATIQUE
- 3 TRANSFORMATION DIGITALE
- 4 ÉCONOMIE DU PARTAGE
- 5 CÉOPOLITIQUE ET ENTREPRISES
- 6 ENTREPRENEURIAT

6 EXPERTISES DE RECHERCHE

- CHAIRE PAIX ÉCONOMIQUE, MINDFULNESS, ET BIEN-ÊTRE AU TRAVAIL
- CHAIRE TALENTS DE LA TRANSFORMATION DIGITALE
- CHAIRE FERME FEMMES ET RENOUVEAU ÉCONOMIQUE
- CHAIRE ANOSMIE : RENDRE VISIBLE L'INVISIBLE
- CHAIRE PUBLIC TRUST IN HEALTH
- CHAIRE TERRITOIRES EN TRANSITION

6 CHAIRES





En rejoignant Grenoble Ecole de Management, vous faites le choix d'une école réellement engagée. Notre mission et notre raison d'être : apporter des réponses, par la formation et la recherche, aux grands défis de la transition écologique, sociétale et économique, et contribuer à un monde plus résilient, plus juste, plus pacifique, plus responsable.

grenoble-em.com



12 rue Pierre Sépard - 38000 Grenoble

183 avenue Jean Lolive - 93500 Pantin

Act
Think
Impact

THIS PAGE IS INTENTIONALLY LEFT BLANK