

# STIM™ MASTERCLASSES

There is no valuable innovation  
without meaningful  
and sustainable strategy



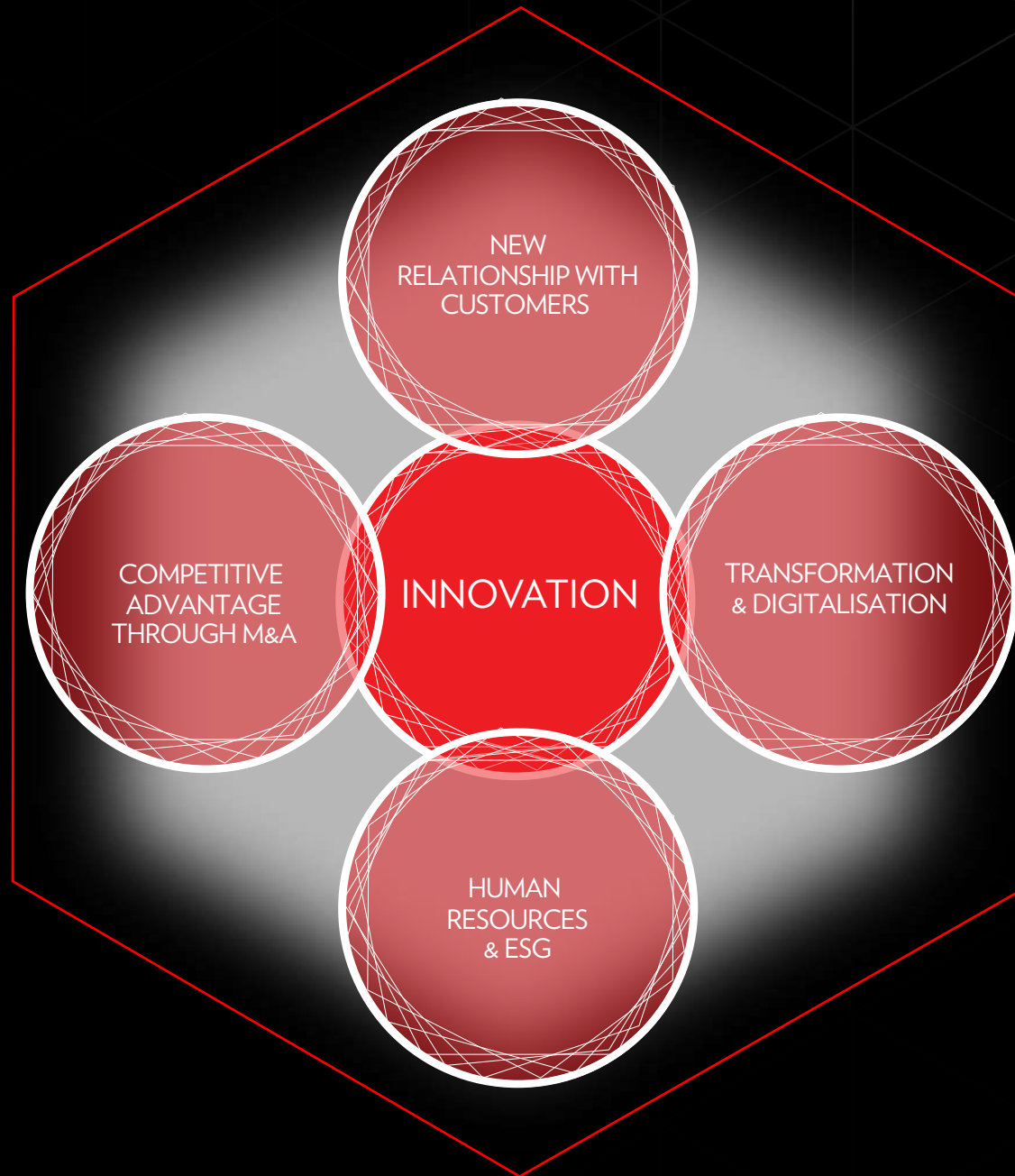
with seasoned lecturers from:



# 5

CEO TOP OF MIND \*





6

EXPERTISE



OLIVIER BARIÉTY



VERONIQUE BEZOU



RENE MASSATTI



BRICE ESCARGUEL



HABIB BEAINI



HERVÉ COLLIGNON





# STRATEGIC INTELLIGENCE WITH OLIVIER BARI TY



Olivier is a well-recognized specialist in Strategic Intelligence applied to international companies, with a focus on Tourism and Hospitality, Defense, Services, industries with a global approach for a very operational direct support.

Former Vice-president of ACCOR group in Africa, Middle East Olivier was in charge of Strategic Intelligence and security. Previously Colonel in the French army, and representative of the French Special Operations Command for the North of Indian Ocean he was the Head of Indirect Actions and deputy Director of operations, in charge of prospective, anticipation and transformation for the Special Operations Command in Africa and in the Middle East.

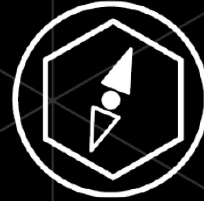
In 2019 he co-founded with Nathalie de Gaulle, Princesp Strategy, a strategic intelligence consulting house.





# STRATEGIC INTELLIGENCE

Understand the context



## TOPICS COVERED

- What is Strategic Intelligence: A solution to identify risk, opportunities, long-term trends and help decision-makers
- Beyond tools, technics, and processes a new mindset
- Benefits of Strategic Intelligence
- Case study and Interactions

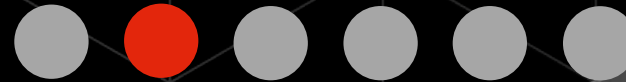
## YOUR TAKE AWAY

- How to gather information
- How to process analysis
- Enable business continuity
- Anticipate and project your business
- Develop operational business solutions
- Perform business advantage





# DESIGN THINKING WITH RENÉ MASSATI



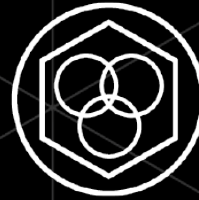
René is the founder of Vienna, Austria based innovation design studio PLAYROOM. He has been working in the field of corporate co-innovation with clients like Deutsche Bank, Oracle, Siemens Healthineers or BMW for 20 years, always pushing the limits of his clients by introducing them to the latest innovation methodologies and trends. He is a lecturer for Futures Thinking and Design Thinking at the University of Applied Sciences in Zurich, the Vienna University of Business and Economics and the Executive Academy.





# DESIGN THINKING

Understand the consumer



## TOPICS COVERED

- How can we make sure that we understand our customers?
- How can we shift from product orientation to human centered solutions with the help of design thinking?
- How do we stay on track on our journey from opportunity space to problem solution fit to solution-to-market fit?
- How can we frame a business problem the right way with the help of design thinking?

## YOUR TAKE AWAY

- You will understand what design thinking is and what you might be able to use it for
- You will use a design thinking process during the workshop and by that get a deep understanding of its possibilities
- You will learn and profit from the experiences of others with design thinking through real life case studies





# INNOVATION BEHAVIORS WITH HABIB BEAINI



Habib Began his career with the original digital disruptor Getty Images establishing their regional operations in 1998 and positioning the brand as the only digital visual content provider for professionals.

2001, he moved across as Managing Partner of gscs, which by 2008 grew into the region's largest brand agency before merging with WPP's Fitch.

Founded and headed Ninth Space an independent brand consultancy as one of the region's premium brand and branding service provider.

Led brand development work for major regional and multinational brands across government, education, energy, finance, consumer goods, food & beverage, shopping malls, retail, real estate, hospitality, and mixed use destinations.



# INNOVATION BEHAVIORS

Understand the mindset



## TOPICS COVERED

- Context for innovation
- Factors to successfully innovate
- Innovation behaviors
- When apply which behavior?
- Creative methods

## YOUR TAKE AWAY

- Understanding key success factor to innovate
- Assessing when and how to innovate
- Optimizing your natural skills
- Building strategically your alliance portfolio







# STRATEGIC DESIGN WITH HERVÉ COLLIGNON



Hervé is a consultant expert in Innovation Strategy, Business Transformation and Culture Change Management. He is a seasoned expert in Brand Strategy, Innovation and Design Thinking methodology, with over 30 years of experience with multinational corporations and in the creative industry in the US, the Middle East and in Europe.

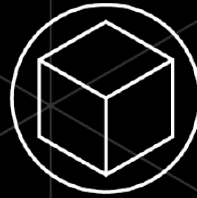
In collaboration with Dr Brigitte Borja de Mozotta and M. Steinar Vallade, Hervé is the co-author of a new business model to help organisations integrating design as a strategic discipline to grow businesses in addition of being an operational tool.

With HOOKS, the consulting firm he founded in 2013, he helps the public sector and private businesses embrace Design Thinking as a sustainable strategy and innovation tool. He counts among his clients Etisalat, Bulgari Middle East, Edwards Lifesciences, Kelloggs, Tarkett International, Emirates Diplomatic Academy or Smartworld.



# STRATEGIC DESIGN

Understand the meaning



## TOPICS COVERED

- Why Strategic Design is important?
- What are the 4 powers of Design...
- How to leverage these powers in an organisation
- When Strategic Design is most useful

## YOUR TAKE AWAY

- Master the model
- Apply the 4 powers of Design strategically
- Understand how to transform your organisation
- Increase your Innovation success rate





# DATA STRATEGY WITH BRICE ESCARGUEL



With extensive experience in designing and managing Data Transformation programs for retail, banking and travel players, Brice is highly skilled in Customer Marketing: loyalty, personalisation and customer engagement programs. Enthusiastic team leader with an ability to manage both consulting, data science, design and technical profiles with proven capabilities in structuring business development proposals, building long-term relationship with corporate officers, creating partnerships with leading Martech start-ups and designing consulting offers.





# DATA STRATEGY

Understand the insights



## TOPICS COVERED

- How to identify your Data Use cases and define their value added
- How to source the data that you need to convert each use case into reality
- What assets - tech / skills / processes - to support converting each use case into reality
- What should you do from tomorrow

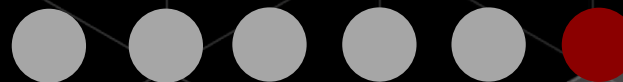
## YOUR TAKE AWAY

- A list of Data uses cases for your sector
- Internal and External data sources so that you know where to look
- A pragmatic Data plan for the next 3 months





## STRATEGIC PARTNERSHIP WITH VÉRONIQUE BEZOU



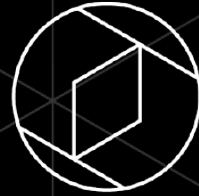
Certified in Disruptive Strategy & Strategy Execution by Harvard Business School, Véronique Bezou has 10+ years experience in building corporate strategy in multinationals, with the projects of different sizes (up to €2bn) and of different types (greenfield, license, M&A, divestment, alliance) worldwide.

Her forte being External Growth with more than 30 partnerships initiated & executed, Véronique is a founder of CIF Strategic Partnerships and supports leadership teams in building partnerships, global or local, from initiation, structuring, negotiation, contracting up to execution.



# STRATEGIC PARTNERSHIP

Understand the how



## TOPICS COVERED

- Definition and types of partnerships
- When/Why/Who to think about a partnership?
- Choosing the right partner
- All stages of a partnership project and main pitfalls on the way
- Notion of Network Advantage

## YOUR TAKE AWAY

- Understand the rationale of partnerships
- Using a Partner Assessment Tool
- Avoiding typical mistakes in partnership projects
- Building strategically your alliance portfolio



# 1

## CONTINUUM



STRATEGIC INTELLIGENCE



STRATEGIC PARTNERSHIPS



DESIGN THINKING



# STRATEGY & INNOVATION

DATA STRATEGY

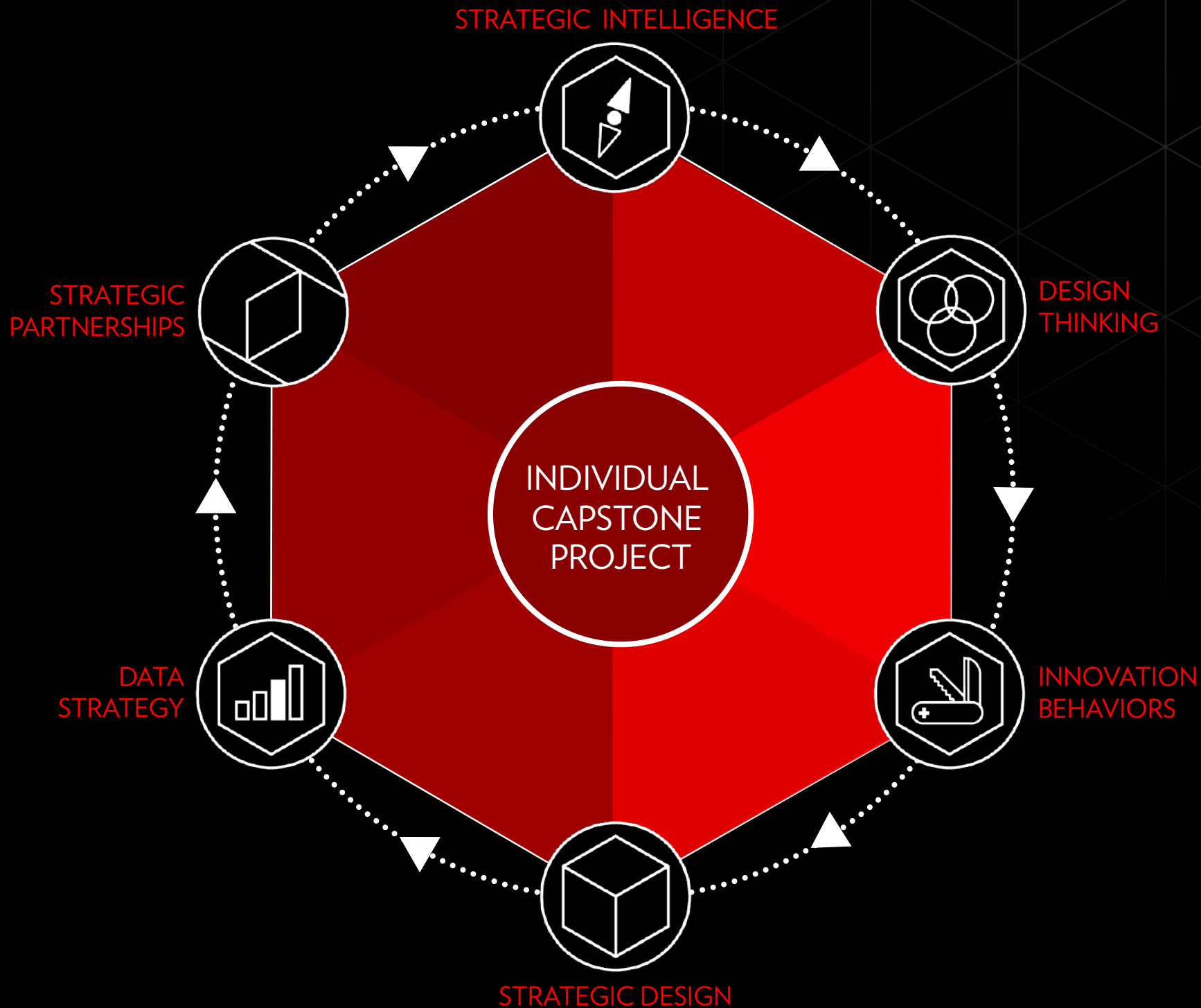


INNOVATION BEHAVIORS



STRATEGIC DESIGN









HOW MIGHT WE GROW  
OUR BOTTOM LINE ?

HOW MIGHT WE REDUCE  
OUR TOTAL COST  
OF PRODUCTION ?

HOW SHOULD WE CONNECT  
EMOTIONALLY WITH  
OUR CUSTOMERS?

WHERE ARE OUR NEXT  
BIG MARKET TO  
EXPONENTIALLY GROW ?

HOW TO DEAL WITH  
SHIPPING COST INCREASE ?



HOW TO BUILD MY  
PARTNERSHIPS FOR  
BREAKTHROUGH  
INNOVATIONS ?

HOW SHOULD  
WE ENGAGE OUR  
LEADERSHIP TEAMS  
ON DIGITAL ?

WHAT COULD BE  
OUR NEXT BIG MOVE ?

HOW MIGHT WE GENERATE  
NEW IDEAS IN OUR  
SALES TEAM ?

HOW COULD WE IMPROVE  
OUR TIME TO MARKET ?

WHICH ACTION  
SHOULD WE INITIATE TO  
TRANSFORM OUR DISTRIBUTORS  
TO E-COMMERCE ?

WHAT ARE MY  
AREAS OF OPTIMISATION ?





STRATEGIC INTELLIGENCE



Anticipate possible futures

DESIGN THINKING



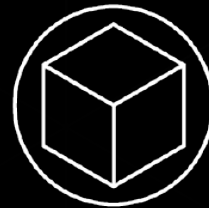
Co-create meaningful opportunities

INNOVATION BEHAVIORS



Build inspirational environment

STRATEGIC DESIGN



Launch successful initiatives

DATA STRATEGY



Prioritise relevant use case

STRATEGIC PARTNERSHIPS



Find the right partners



# 1

## LOCATION



# EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT

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**THE EMIRATES ACADEMY**  
OF HOSPITALITY MANAGEMENT



# 6

## DATES





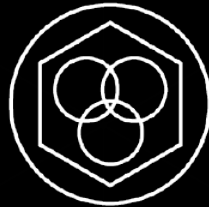
EVERY FRIDAY MORNING FROM 8:30 AM TO 12:30 PM (TO BE CONFIRMED)

STRATEGIC  
INTELLIGENCE



February 25th

DESIGN  
THINKING



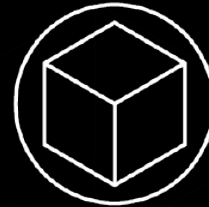
March 4th

INNOVATION  
BEHAVIORS



March 11th

STRATEGIC  
DESIGN



March 18th

DATA  
STRATEGY



March 25th

STRATEGIC  
PARTNERSHIPS



April 1st



