

CALL 2 ACTION

THE GRAND WORKSHOP



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hybrid strategies consulting

HOW TO COMBINE IMPACT AND FINANCE WITHOUT ARBITRATION?

Leveraging positive impact of your activity is still perceived as a disincentive to financial performance. This workshop will help you to overcome this duality showing how to deliver a constructive synthesis of these two crucial aspects for businesses of tomorrow.

OLIVIER KAYSER, MANAGING DIRECTOR AT HYSTRA

INTRODUCTION

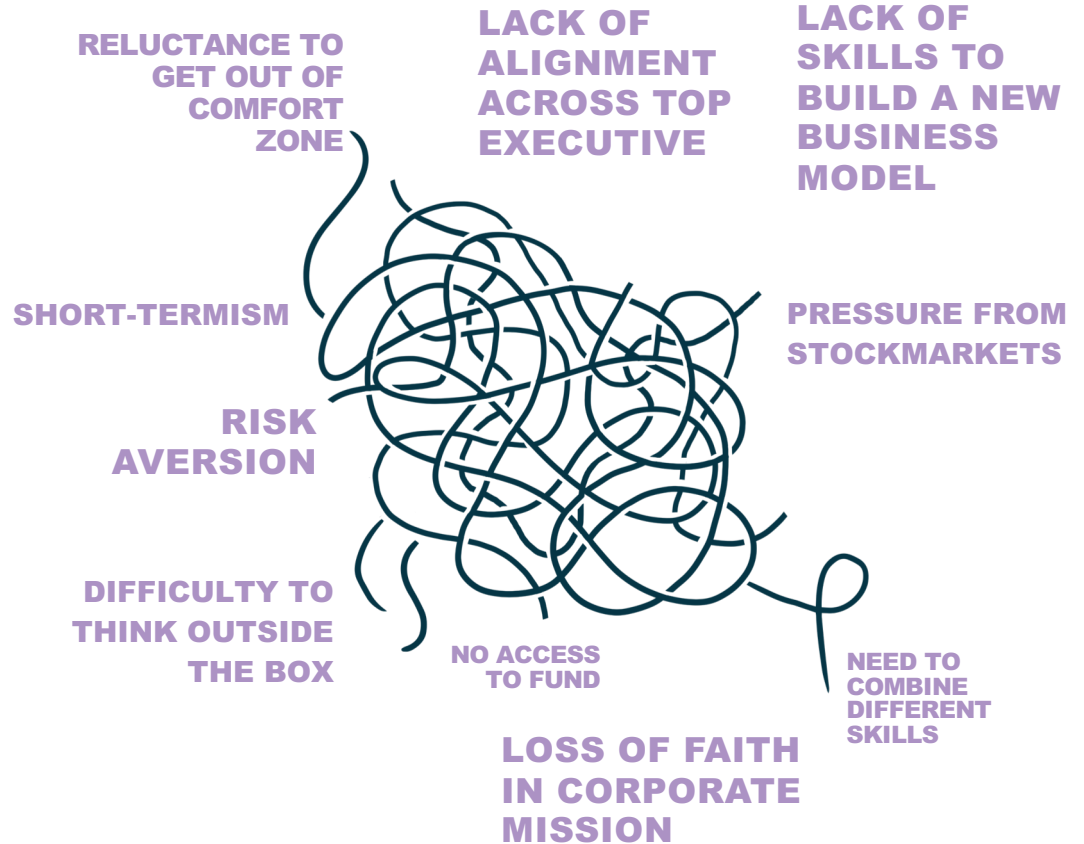
The following toolbox compiles shared experiences and collective thoughts on how to untie the nodes preventing desirable reinvention of businesses to happen.

It gives you some food for thought and practical insights helping you to become a successful in-home changemaker.

**HOW TO COMBINE
IMPACT AND FINANCE
WITHOUT
ARBITRATION?**

CLUSTERS OF DIFFICULTIES

What are all the issues making this node a particularly difficult one? How can they be clustered so that it's easier to unlock them one-by-one?



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TRAPS TO AVOID

What are the “good” bad ideas that might have been experienced but did not work? The “solutions” that do not resolve the issue?



**UNDER
ESTIMATE THE
EFFORTS AND
RESSOURCES
REQUIRED**



**UNDER INVEST
IN CULTURE
TRANSFORMATION**



**FAILURE TO
REALISE THAT
WE NEED TO
ADRESS THE
HEART AS
MUCH AS THE
BRAIN**



**START FROM A
BLANK SHIT OF
PAPER**



**OVER INVEST TIME
AND RESSOURCES
IN PLANNING
VERSUS
EXPERIMENTATION**

**ASSUME THAT
NO ONE HAS
TRIED IT
BEFORE**



**ASSUME THAT
ALLIANCES AMONG
WELL INTENTIONED
PEOPLE DO NOT NEED
REGULAR GOVERNANCE**

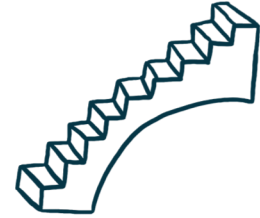
**HOW TO COMBINE
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MILESTONES TO SUCCESS

How shall I proceed step-by-step to launch
and deploy my strategy to untie the node?



**IDENTIFY
AND EMPOWER
A GROUP OF
INTRAPRENEURS**



**SETTING UP
AN ADEQUATE
ORGANIZATIONAL
SPACE**

e.g. impact fund, joint venture,
specialized division



**EXECUTIVE COMMITTEE
MEMBERS SPENDING
PERSONAL TIME TO LEARN
AND ENCOURAGE**



**REALIZATION
AND
CELEBRATION
OF QUICK
WINS**



**PUBLIC
ANNOUNCEMENT BY
CEO OF AMBITION
AND COMMITMENT**

HOW TO COMBINE IMPACT AND FINANCE WITHOUT ARBITRATION?

KPIs

How can we measure the progress in untying this node? What outcomes can be considered as victorious?



% OF
EXECUTIVE
COMMITTEE
MEMBERS
ENGAGED



% OF
BUSINESS
UNITS WITH
ACTIVE
PROJECTS



NUMBER
OF PEOPLE
IMPACTED



#OF PROJECTS
#OF PARTNERS



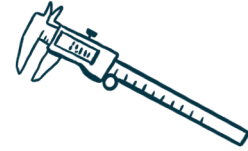
RATIO OF
EXTERNAL
FUNDS
LEVERAGED TO
SUPPORT OUR
PROJECTS

**HOW TO COMBINE
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KEY SUCCESS FACTORS

What are the mandatory prerequisites
and conditions to ensure success and
desirability of this transition?

**SYSTEMATICALLY
EXPLORE
AND LEARN
FROM SOCIAL
INNOVATIONS
IN THE BROADLY
DEFINED AERA
OF INTEREST**



**BUILD ALLIANCES
WITH THE RIGHT
PARTNERS,
EFFECTIVE
GOVERNANCE
AND ADEQUATE
FUNDING**

**ENGAGE IN
COMPANY-WIDE
CULTURAL
TRANSFORMATION
PROGRAM**



**CREATE AN
ADEQUATE
ORGANISATION
OF SPACE TO
INCUBATE AND
FUND
PROJECTS**

CO-CONCEPTORS

UGUR YAZGAN

YUGUR.YAZGAN@DANONE.COM

FANNY BOUYGES

FANNY.BOUYGES@DPDGROUP.COM

DELPHINE GLUZMAN

DELPHINE.GLUZMAN@BNPPARIBAS.COM

MALCO PAROLA

MALCO.PAROLA@GMAIL.COM

CLAUDIA AMBRUOSI

CLAUDIA.AMBRUOSI@VIVENDI.COM

COLINE BURLAND

COLINE.BURLAND@GMAIL.COM

JAO MENESES

JAO.MENESES@BCSDPORTUGAL.ORG

NATHALIE

NATHALIE@SAIRDACASCA.COM

AGRUN

AGRUN75@GMAIL.COM

LUIS_AMADO

LUIS@BCORPORATION.EU

JULIA LAGELEE

JULIA.LAGELEE@ESSEC.EDU

LOISE HUREAU

LOISE.HUREAU@HOTMAIL.COM

CAROLE

CAROLE@PEACEPULSE.COM

DISCOVER OTHER WORKSHOPS' SUMMARY

**HOW DO I ENGAGE
CUSTOMERS INTO
CO-CREATION
WHITHOUT LOSING
CONTROL OVER
BRAND EQUITY?**

**HOW DO I RELY ON
A TINY BRAND TO
DRIVE THE CHANGE
FOR A GIANT LEADER
WHO WANTS TO
MAKE THE SWITCH
FOR GOOD?**

**HOW TO COMBINE
IMPACT AND FINANCE
WITHOUT
ARBITRATION?**

**HOW DO I COMBINE
DESIRABILITY
WITH TRANSPARENCY?**

**HOW CAN WE CREATE
A COLLECTIVE SHIFT
ON KEY ISSUES
THAT RARELY ARE
A PRIORITY?**

**HOW DO I CREATE
MORE VALUE
WHILE SELLING
LESS PRODUCTS?**

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ACTION

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