

BUILDING RESILIENCE TOGETHER!

May 2020

THE COVID 19 PANDEMIC PROVOKED THE CRISIS OF THE CENTURY

In the context of an unprecedented health, social and economic crisis, companies are undergoing a major shock on a global scale:

- **the halt in demand** in many sectors is leading to a **significant drop in business activity**.
- their **organisation** is totally disrupted, **working methods** are reinvented remotely under pressure and in a hurry, with consequences on productivity
- the **community of employees** is being undermined by containment measures, as well as by the anxieties generated by the health crisis,
- **projects** are slowed down, **investments** frozen, **cash flow** weakened

However, this crisis can also be **a new starting point**, an **opportunity to rebuild their mission statement**, to re-invent a more resilient model and to re-define ways of working.



REACT, RESTART, BOUNCE BACK

In this context, you are looking for solutions to
bounce back from the crisis quickly, better and sustainably:

Ensure the continuity of your activities
remotely, with agility while
accompanying the decontainment



Restart activities in the best
conditions, adapting to the changing
context and preparing for the "after".

Rebuild your business model by reflecting on
the impacts of the crisis and capitalizing on
past experiences.

While strengthening the team spirit, by mobilizing your teams and massive collective intelligence in this bouncing back.

BECOMING A RESILIENT BUSINESS REQUIRES ...

1

THE CARE OF YOUR EMPLOYEES AND CUSTOMERS, which must prevail over economic imperatives.

2

RELOCATION OF THE VALUE CHAIN within a local ecosystem to reduce your dependency.

3

SOCIAL UTILITY, as a new criterion for valuing jobs and missions.

4

SOLIDARITY AND TEAM SPIRIT, essential when physical distancing is undermining the social bond.

5

THE “RAISON D’ÊTRE” OF THE COMPANY, which should inspire and be meaningful to employees, customers and other stakeholders.

6

BUSINESS AGILITY, critical to allow navigation in troubled waters and consider alternative scenarios.

7

SOCIAL AND ENVIRONMENTAL RESPONSIBILITY, which must be solidly established with concrete projects and well-established operating methods.

8

INNOVATION WITH AND FOR A POSITIVE IMPACT to differentiate and reinvent yourselves.

9

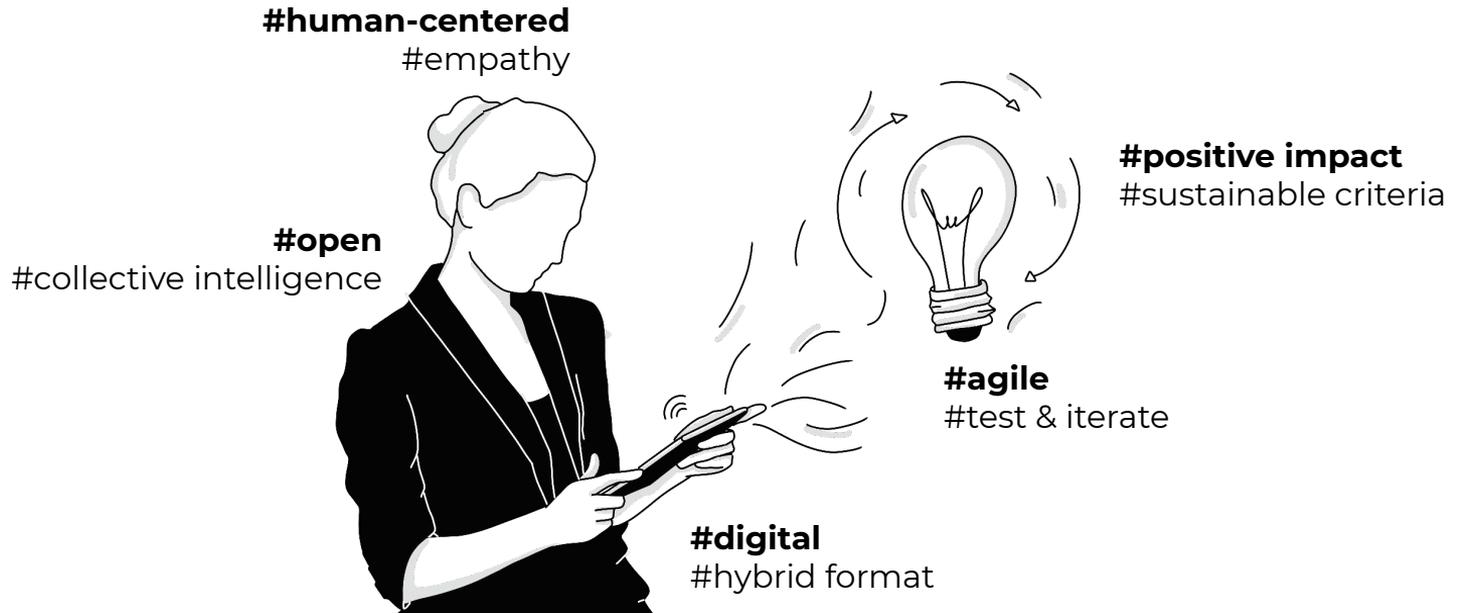
COLLECTIVE INTELLIGENCE, as a way of engaging employees in a sustainable rebound.

10

More empathetic, more collaborative, more creative **MANAGEMENT STYLES**.

OUR CONVICTIONS FOR A RESILIENT COMPANY

To bounce back during and after such a crisis, in a sustainable way, we are convinced that a new approach must be adopted, one that is equal to the challenges and the change necessary to build, if not a better world, then at least a resilient company, through a resolute approach:



MASTERING DIGITAL TOOLS AND USES IS VITAL

The reinvention of companies in a context not only of social distancing, but also of implementation of massive and sustainable work-from-home policies, relies on the ability over time to identify the right digital tools, to master their uses and to know how to create tomorrow the right mix of face-to-face and digital.

We have sourced for you the right tools and the right partners to build the best digital devices that meet your IT constraints and your internal uses.



COLLECTIVE INTELLIGENCE
Asynchronous - Synchronous

STORAGE

INTERACTIVE WORK - COLLABORATIVE

VISIOCONFERENCE

SPRING LAB'S PROMISE

As an innovation agency, Spring Lab helps your company to face this crisis and to bounce back in a sustainable way.
With **agility, empathy and resilience.**

PARTNERSHIPS TO COMPLEMENT OUR KNOW-HOW



Bluenove accompanies organizations throughout the entire cycle of defining the "raison d'être" by mobilizing collective intelligence technologies with their Assembl & Assembl flash tools (instantiated semantic analysis). These technologies are currently highlighted in the project www.notrenouvellevie.fr in partnership with TF1, LCI and Sciences Po.

#massive collective intelligence



Emmanuelle Durand-Rodriguez, economic journalist and director of editorial projects, she conceives, organizes and facilitates conferences, TV shows and meetings in public and live.

#expert content



Lumières SVP is a consulting, coaching & training firm specializing in coaching managers and women in business, founded by Alexia Anglade.

#individual and collective coaching
#managerial performance

OUR OFFER TO ANSWER YOUR NEEDS FOR BETTER BOUNCING BACK AND MORE RESILIENCE

CONTINUITY OF YOUR ORGANIZATION

by..

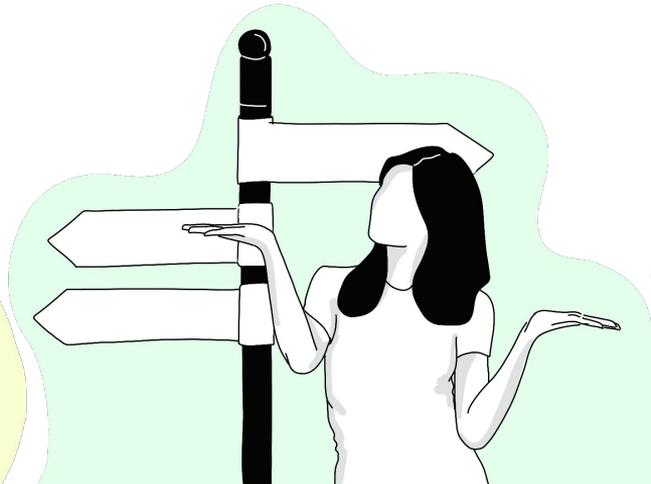
- equipping your teams
- accelerating your projects
- training your staff
- remotely



BOUNCING BACK TO RESTART

by..

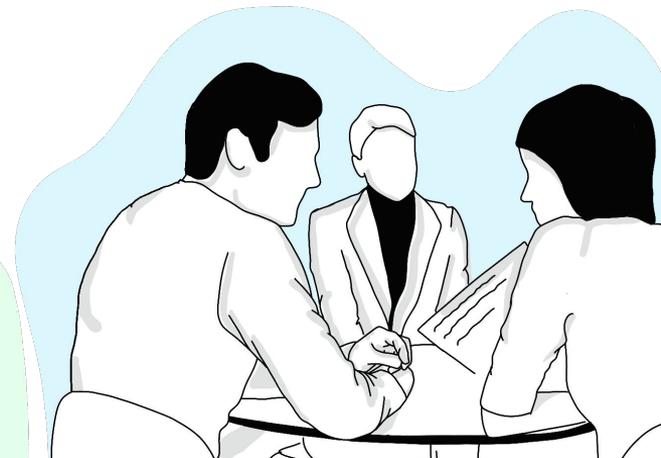
- reorganizing your company/team
- re-engaging your team
- accelerating new projects



REINVENTION FOR MORE RESILIENCE

by..

- inspiring you
- redesigning your model
- reinventing your culture
- accelerating resilient projects



OUR OFFER TO ANSWER YOUR NEEDS FOR BETTER BOUNCING BACK AND MORE RESILIENCE

CONTINUITY

REMOTE WORK
KITS

DIGITAL TRAINING
PATH

DIGITAL
INNOVATHON

REBOUND

RE-START
PROGRAM

BOOST
SEMINAR

SPRINT PROJECT

REINVENTION

RESILIENT
CULTURE

FUTURESCENCE

INTRAPRENEURSHIP
PROGRAM

RESILIENCE
STRATEGY

RESILIENCE
INNOVATHON

CONTINUITY OF YOUR ACTIVITY



Tooling up your teams 🖱️ **Remote working kits**

Accelerate your projects 🖱️ **Digital innovathon**

Train your employees 🖱️ **Digital training path**

REMOTE WORK KITS

A series of 4 turnkey kits

to help your managers and project managers to manage remotely:

- their team meetings,
- their project management,
- their sessions of collective intelligence and creativity,
 - the dynamics and commitment of all!



For all



In remote working mode
during or after containment

REMOTE WORKING KITS



DESCRIPTION

Kit n°1 : Prepare and facilitate team meetings, remotely.

Kit n°2 : Manage projects remotely: rituals, tools, tips and tricks.

Kit n°3 : Keeping teams motivated and engaged from a distance: 15 ideas to help you.

Kit n°4 : Build and animate creative workshop and collective intelligence from a distance.



WHY?

- To **accompany you on a daily basis**, step by step, in the management of your teams and projects remotely.
- Give you **concrete and practical** tools to use to foster collaboration, creativity but also remote engagement.
- **Disseminate new working methods and tools on a sustainable basis** for more agile and efficient teams.



FOR WHOM?

- All **proximity managers** who want to keep an efficient and friendly link with their teams.
- **Project managers** who need to pursue their projects remotely.



THE RESULTS

- **Employees and managers equipped** to work, to imagine, to deliver.
- **Organized and effective teams** despite the distance.
- **New remote working modes installed** in your company in a sustainable way, even beyond containment.



THE TOOLS

- The **must-haves** so you don't miss out,
- **Check lists**,
- **Frame** templates and **tools** ready-to-use,
- Turnkey **protocoles**,
- **Tips and tricks**.

DIGITAL INNOVATHON

A one-week sprint
to accelerate 4 priority projects in your company
with 30 employees working from home,,
and thus transform the distance constraint into
an opportunity for collaboration and innovation.



30 to 50 participants
4 to 5 project teams



3 sessions of 2 hours of online live
digital collaboration completed by
asynchronous work
throughout the week



A 100% online collaborative
space designed in your
digital environment

DIGITAL INNOVATION



THE PROCESS

Sourcing : Identification of the 4 priority projects and mobilization of the 30 participants.

Framing : Training of a group of 4 boosters to the sprint method & tools.

Sprints : 3 sessions of 2 hours to implement the principles of design thinking with plenary & sub-group times.

Coaching & collaborative tools to allow sub-groups to work between sessions according to their availability.

Closing : Selection of projects recommendations for the acceleration/deployment plan for each.



WHY?

- **Maintaining commitment** of your remote employees by offering a memorable collective experience.
- **Accelerate strategic and innovative projects** even in confinement or work from home configuration (unblocking a project at a standstill, accelerating a project that can no longer wait or transforming a new business idea into a project to be launched).
- **Acculturate your employees** to new methods such as design thinking and make them more proficient in the use of their collaborative tools.



FOR AND WITH WHOM?

- **1 booster per team** formed to be the link between the participants and the organization.
- **Participants** : anyone who can contribute to the projects.
- **Coachs** & a master of ceremonies to guarantee method and rhythm.



THE RESULTS

- **Projects that create value** for your company.
- **Employees trained** and made aware of new methods for accelerating projects.
- An operational vision of the **roadmap** for each project.
- A **new collective dynamic** despite the distance



THE TOOLS

- **Dedicated site** / single entry point for digital collaboration programmed for you
- **Booster booklet**: a methodological & collaborative online booklet for each team.

DIGITAL TRAINING PATH

A gamified & inspiring digital journey
to develop the skills needed to turn your business around in 3
complementary bricks
new ways of working:
creativity, design thinking and agility.



6-10 participants



Your employees in telework or
partial activity



4 weeks
4h /week

DIGITAL TRAINING PATH



THE PROCESS

Creativity: Discovery of the fundamental principles of creativity and, above all, easy and practical tools to use on a daily basis.. and at a distance, to bring out creativity.

Design Thinking: Discovery of the key steps of design thinking but above all the state of mind, and the tools to be able to apply them on a daily basis on your projects.

Agility : Discover not the agile method but the simplified key factors of this method: roles, rituals and tools.



WHY?

- **To provide useful and sustainable employment** for employees whose activity has decreased significantly.
- **To prepare the rebound of each one** by diffusing in the company the notions of agility and creativity.
- **To help employees develop their skills** in new working methods.



FOR WHOM?

- **Employees** who want to develop new skills.
- **Project managers** who want to bring agility, creativity and user vision to their projects.
- **Proximity managers** who are looking for new tools to manage differently.



THE RESULTS

An **increase in competence** :

- An appropriation of concepts, tools, methods and rituals
- An assessment of prior learning

A **turnkey kit**:

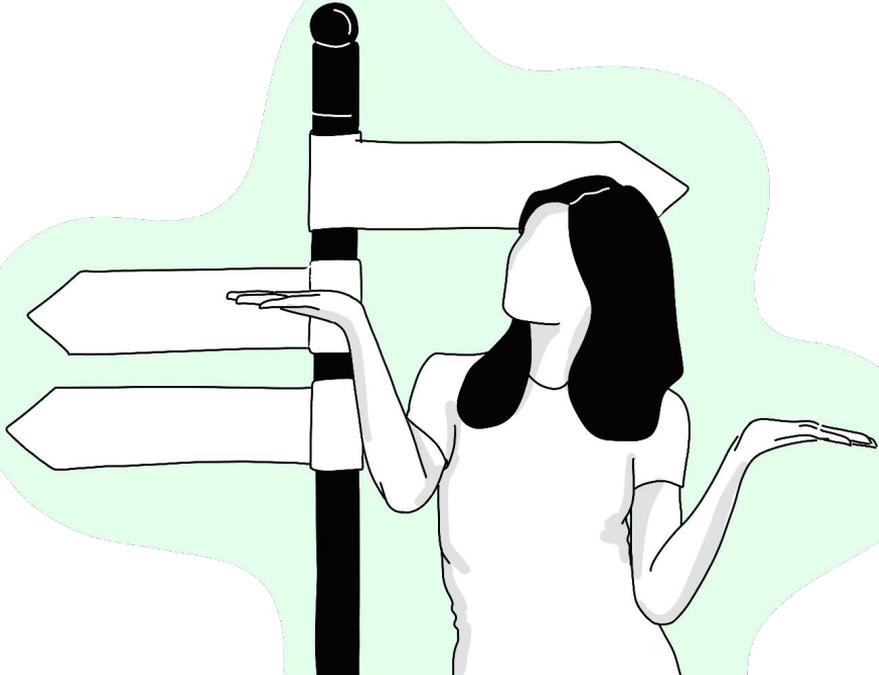
- A participant booklet
- Ready-to-use tools



THE TOOLS

- **Klaxoon** for live creativity
- A **video system** (Teams, GoogleMeet, Zoom ...)

BOUNCE BACK TO RESTART



Re-organize your service & re-prioritize 🖱️ **Re-Start**

Re-energize and re-engage your collective 🖱️ **Boost seminar**

Accelerate your strategic projects 🖱️ **Sprint Project**

*The various offers proposed below can be made in phygital, physical or digital mode.
We will take into account the sanitary and organizational constraints of your company as well as the regulations in force.

RE-START

A program to restart your activities with
a collective assessment of the lockdown period
followed by a seminar to get your organization back on track,
Define the new roadmap of your activity adapted to the new
constraints, while re-engaging your teams !



from 10 to 10,000 participants
your CODIR, your employees'
department or company-wide



in 3 weeks
2 weeks of campaigning
and one day of seminar



Hybrid format or
100% digital

RE-START



THE PROCESS

Collective assessment: Realization of a business, human, organizational, ... assessment on the lessons and expectations following this period of distance work thanks to a massive consultation campaign on Assembl Flash.

Seminar : Organization & animation of a seminar with your close team to define the new framework and co-construct the restart schedule, your new roadmap, your new operating mode, your re-prioritized projects.

Landing : Definition of next steps



WHY?

- **Restart your activities and production lines in complete safety**, reorganize your teams, your workspaces, ensure effective management of deconfinement and define a roadmap adapted to the post-crisis period.
- **Give your employees a voice to draw all the lessons learned** of this unprecedented phase for your department and your company.
- **Align and engage your stakeholders.**



FOR WHOM?

- Business Managers
- Innovation & Transformation Managers
- General Management
- Service Managers
- ...and their teams



THE RESULTS

- A **schedule and procedures for restarting the system** that can be activated, safely and co-constructed.
- A **shared assessment of the lessons learnt** during this period and expectations.
- **Stakeholders aligned around common objectives.**
- A **prioritized roadmap** for the department.
- A **successful restart!**



THE TOOLS

- **Assembl Flash platform** for mass consultation.
- **Klaxoon** for live co-construction during the seminar.
- **Project prioritization tool with the new criteria.**

SEMINAR BOOST

A very special time to put *people* back at the heart of your team: a seminar to take care of your teams, to reconnect with each other after the period of lockdown.

and thus re-engage them and bounce back collectively!



10 to 15 participants



1 day



Physical or digital

SEMINAR BOOST



THE PROCESS

Before the seminar: An immersion time to collect everyone's feelings.

During the seminar:

#1 Releasing emotions, feelings, individual and collective expectations.

#2 Capitalize on individual and collective opportunities inherited from the crisis, to better know each other and generate trust.

#3 Re-energize the group with a playful and projective experience where the team re-thinks its common future.

#4 Co-construct the team's new best practices.

1 month after the seminar: A session of 1h30 dedicated to measure the changes, and adjust if necessary.



WHY?

- **Re-engage the group** and strengthen the team's ties after a long period of working at a distance.
- **Boost individual and group confidence** and (re)mobilize on the objectives.
- **(Re)define the team's organization** and its operating mode.
- **To develop a new management style** combining performance AND caring.



FOR WHOM?

- Team Managers
- Service departments, business divisions
- General Management



THE RESULTS

- A managerial posture **from Empathetic Leader to Manager Coach**
- **Calm and motivated individuals**
- An **aligned and strengthened group**
- New **unifying practices and performance bases** (organization, communication, rituals...)
- A results-oriented team with a **positive outlook on the future**



THE TOOLS

- **Coaching techniques:** Transactional analysis, Photo language, Emotion management, Teambuilding...
- **Klaxoon** for creativity and synchronous co-construction

SPRINT PROJECT

A week-long sprint to accelerate a strategic project for the bouncing back of your company, with a multidisciplinary project team, a coach and a Spring Lab designer, according to a design thinking methodology, for an engaging and learning experience!



5 to 7 participants



for a week,
alternation of digital
collaborative sessions and
asynchronous working hours



Hybrid or digital format

SPRINT PROJECT



THE PROCESS

1 week in 3 key steps

Desirability : Observe, listen and understand the user, his irritants, his uses, his needs. Interpreting the problem and thanks to design thinking transform needs into challenges.

Feasibility : Turning ideas into concrete hypotheses and testing them through prototyping and experimentation.

Viability : Last step to validate the project, formalize the last details, share and launch!



WHY?

- **Accelerate strategic projects** for the bouncing back of your business, brought to a halt by containment
- **Capitalize on your internal expertise**
- **Engage your employees** with a unique immersive digital experience
- **Experiment with new ways of working** that are more agile, collaborative and creative.



FOR WHOM?

- Intrapreneurs, Business Units, Project Managers, Employees.
- All those who can bring ideas / contribute to the bouncing back and resilience of your business!



THE RESULTS

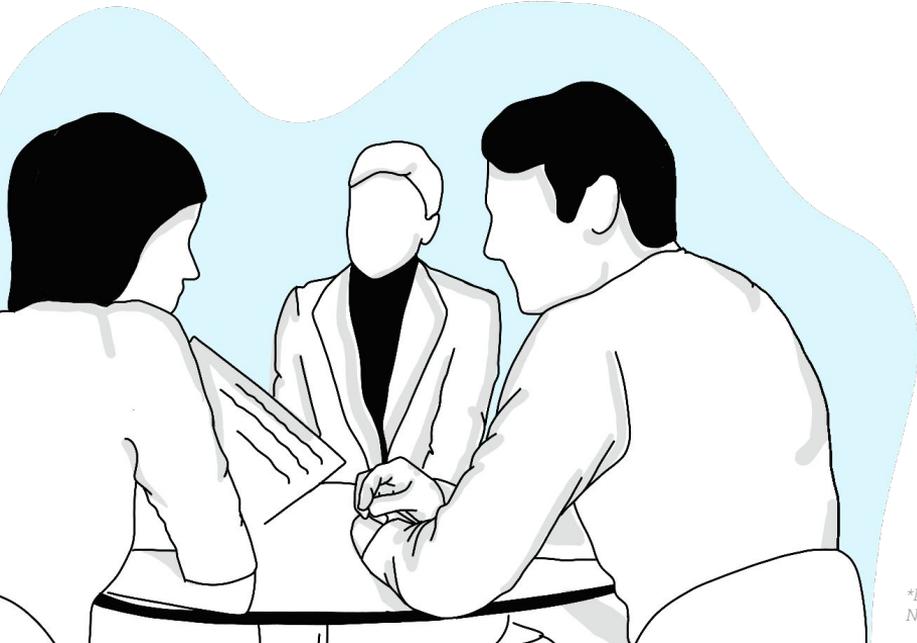
- A **formalized and boosted** project!
- A **strong and communicating value proposition** for all stakeholders.
- A **functional prototype** to "stage" these functionalities.
- A **clear, operational and ambitious roadmap** for development and scaling up.



THE TOOLS

- Value Proposition, Business model canvas.
- Prototype.
- Pitch & communication medium

REINVENTION FOR MORE RESILIENCE



Get inspiration from experts and peers 🖱️ **Futurescences**

Redesigning your model 🖱️ **Resilience Strategy**

Reinventing your corporate culture 🖱️ **Resilient Culture**

Bringing resilience projects to life 🖱️ **Resilience Innovathon**

Accelerating Resilience Projects 🖱️ **Intrapreneurship Program**

*Les différentes offres proposées ci-dessous peuvent être réalisées en mode phygital, physique ou digital.
Nous prendrons en compte les contraintes sanitaires et organisationnelles de votre entreprise ainsi que la réglementation en vigueur.

FUTURESCENCES

A program of debates

between experts and a business community

to inspire you, to debate, to think about the world today

and rebuild your business on a resilient model!



3 to 5 enterprises,
5 to 8 participants / entreprise



3 digital beats in 3 weeks
or
1 day in the classroom

FUTURESCENCES



THE PROCESS

The Futurescences debates led by Emmanuelle Durand Rodriguez, between 2 experts with different profiles on the crisis and the mechanisms of resilience, from the individual to the collective, from the person to the company.

The debate with a business community led by Spring Lab on insights from meetings with experts, and on your challenges, feedback, difficulties and levers to build a new, more resilient business model.

The appropriation and landing session hosted by Spring Lab : with your team, sharing your lessons for a better resilience of your company. Question your raison d'être, ambition, strategic objectives and a macro roadmap.



WHY?

- **Nourish your reflection** on how to develop a resilient business model, reinventing your business in this new environment.
- **Opening up to other disciplines**, to other lines of business, other looks.
- **Sharing a common language** and align yourself with a vision or method towards a resilient enterprise.



FOR WHOM?

Management teams that are aware that the world has changed (even more) brutally and that their company must reinvent itself in order to survive in this new changing context.



DELIVERIES

- The **Futurescences booklet** containing all the editorial content resulting from the debates, ready to be communicated within your company and externally.
- **The restitution of your landing session** to share with your team.



THE TOOLS

- **Dedicated site** with profiles of speakers and participants, content exchanged and produced.
- If the format is 100% digital, Google meet or Teams for visio, Klaxoon for landing sessions and debates.

RESILIENCE STRATEGY

Tailor-made strategic support,
based on the lessons -learned of the crisis and collective intelligence,
to sustainably rethink your business model, your raison d'être,
transforming you for greater resilience.



All your stakeholders



3 to 5 months

RESILIENCE STRATEGY



THE PROCESS

Bilan: Drawing all the lessons from this unprecedented phase and the new aspirations through a massive collective intelligence campaign.

Key factors for resilience: To collectively brainstorm to identify the key factors of resilience and screen the company according to these new criteria.

Resilience strategy: define several scenarios for the evolution of your model, your key missions, your value chain to increase your resilience.

Convergence: converge around a new raison d'être, an ambition, strategic objectives and a new macro roadmap.



WHY?

- **Co-constructing a new strategic vision** with a committed raison d'être and mission and with an affirmed societal usefulness for better resilience.
- **Engage employees** in a memorable collective experience where everyone finds their place and contributes in their own way.
- **Answering the quest for meaning** expressed by your employees.



FOR WHOM?

- Top management, Executive Committee
- Strategic Direction, Transformation
- And the whole company!



THE RESULTS

- **A collective assessment of the impact of the crisis** on your activities, by your internal and external stakeholders.
- **A new co-constructed vision and business model**, a new reason to be responsible.
- **Resilience strategic axes** and an associated roadmap.
- **A transformation** triggered by the mobilization of employees.



THE TOOLS

- **Assembl Platform** for the assessment phase in massive collective intelligence mode
- **Klaxoon** for presential collective intelligence

RESILIENT CULTURE

A journey to reinvent your corporate culture with new values,
towards greater resilience,
and engage your employees in co-construction through a massive
collective intelligence approach.



a dedicated project team and
the whole company!



3 months

CULTURE RÉSILIENTE



THE PROCESS

Co-construction of values: Starting from the declaration of the new raison d'être, co-design the values of the corporate culture with all employees.

Convergence: From the consultation, select and define the values, the evidence. Write the new narrative of the corporate culture.

Accompanying change: Define the plan to be implemented to support cultural change, the development of resilient skills and the adoption of these new behaviours by employees.



WHY?

- **Accompanying the change of model by an evolution of the corporate culture** with the definition of new values that take into account environmental, social and societal issues.
- **Experimenting with a new mode of governance** by co-creating common values with all stakeholders.
- **Sustainably strengthen the commitment of your teams**, give meaning and attract new talent.



FOR WHOM?

- Executive Committee
- HR Department
- And the whole company!



THE RESULTS

- **Formalized culture and values** that drive a new dynamic.
- A **methodology and roadmap** to spread the culture throughout the company and make it radiate externally.
- **Committed teams** that participate in the evolution of their corporate culture towards greater social, societal and environmental responsibility.



THE TOOLS

- **Assembly** for massive collective intelligence
- **Klaxoon** for presential collective intelligence

RESILIENT INNOVATHON

A 48-hour sprint to bring out 5 new ideas to transform your resilience strategy into concrete projects, products or services, with 30 employees, 5 coaches, 5 designers and resilience experts.



Five teams,
up to 30 participants



48h

RESILIENT INNOVATHON



THE PROCESS

Inspiration around the theme of business resilience, its key levers, the good practices of other companies, its methods and tools, through expert contributions.

Emergence of new ideas on the basis of the company's strategic objectives in terms of resilience.

2 days of sprint: transforming ideas into concrete concepts and testing them through prototyping and experimentation.

Jury Selection: to validate promising concepts which will then be incubated and accelerated.



WHY?

- **Imagine ideas** for new responsible & sustainable products and services.
- **Mobilize your employees** around a resilient vision of your company and make them actors.
- **Acculturate your teams** to the theme of resilience.
- **Experiment with new, more agile, creative and collaborative ways of working** and methods adapted to positive impact, circular design.



FOR WHOM?

- The Innovation, Transformation, Strategy and General Management Departments.
- The participants: intrapreneurs, project managers, employees and ... all those who can bring ideas / contribute!



THE RESULTS

- **Resilient project concepts formalised!**
- For each concept, **a strong value proposition** for all stakeholders.
- **A functional prototype** to make the imagined concepts concrete.
- **A clear, operational roadmap** for the coming months.



THE TOOLS

- Circular Design Tools, Circular Business Model
- The innovathon can take place in face-to-face, digital and hybrid formats. Our tools adapt to the chosen format.

INTRAPRENEURSHIP PROGRAM

A personalised support program for your employees to accelerate promising ideas into real resilient projects within 3 months and turn them into intrapreneurs mastering the methods and tools of positive innovation!



10 to 15 intrapreneurs



3 months



Accompaniment by a coach
and a designer for the
community

INTRAPRENEURSHIP PROGRAM



THE PROCESS

Inclusion (2h)

to create a caring community, to inspire on the theme of resilience and to share the methods and process of the program.

Workshop #1 desirability (2 days)

Validate the needs of its targets and prioritize them. Challenge your project and your value proposition to package a V1 ready to be tested by the target.

Workshop #2 feasibility (2 days)

From idea to prototype
Evaluate project components & their feasibility according to resilience criteria.

Workshop #3 viability (2 days)

Building an efficient, innovative and sustainable model. Build a medium / long term action plan.
Identify the necessary resources and their impact.

Demo day (2h)

Pitching of projects before a jury of sponsors for validation and launch.



WHY?

- **Accelerate the development** of new products and services with a positive impact.
- **Test / experiment** the desirability, viability, feasibility and sustainability of projects.
- **Mobilize your employees** around a resilient vision of your company and make them actors.
- **Develop skills, mindset, new agile ways of working**, and mastery of methods adapted to positive impact, circular design.



FOR WHOM?

- HR Departments, Innovation, Transformation, Strategy Departments, Top Management.
- The participants: intrapreneurs, project managers, employees and ... all those who can bring ideas / contribute



THE RESULTS

- **New products or services** tested with users / market
- **Functional drivers** to demonstrate value created, ready to be launched
- **An operational and costed roadmap / project**, for the transition to scale
- **A community of intrapreneurs** who have acquired the agile mindset and methods, circular design and positive impact innovation.



THE TOOLS

- Design thinking tools, Circular Design, Circular Business Model
- The highlights of the program can be held in face-to-face, digital and hybrid formats. Our tools adapt to the chosen format.

You want to bounce back from the crisis
fast, better, sustainably?

Join the community of companies that are building their resilience
and sharing best practices.
for a more sustainable new world.

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