

# B.W.C- Breath We Change! Programme - Build a New Business World\*

By D. Popiolek-Ollé

\*R.O.C- Respirer on change! Bâtir un monde nouveau

# Breathe, we Change!

Training Program- Build a new Business World

## 1- Bringing the actors unite

### Your Team Journey



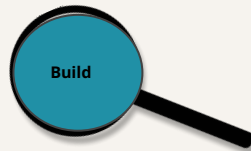
## 2- Building your strategy

### Vision, Mission, Value



## 4- Generating the Rupture to Build your Offer

### Experiment by Applying R.O.C



## 3- Segmenting clients to deliver better

### Your Client Journey



# OPEN and Close the world!

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Check- in; Check-out

# In meeting : start with an Inclusion time

*And end by an exclusion time*



## **Inclusion- Check In**

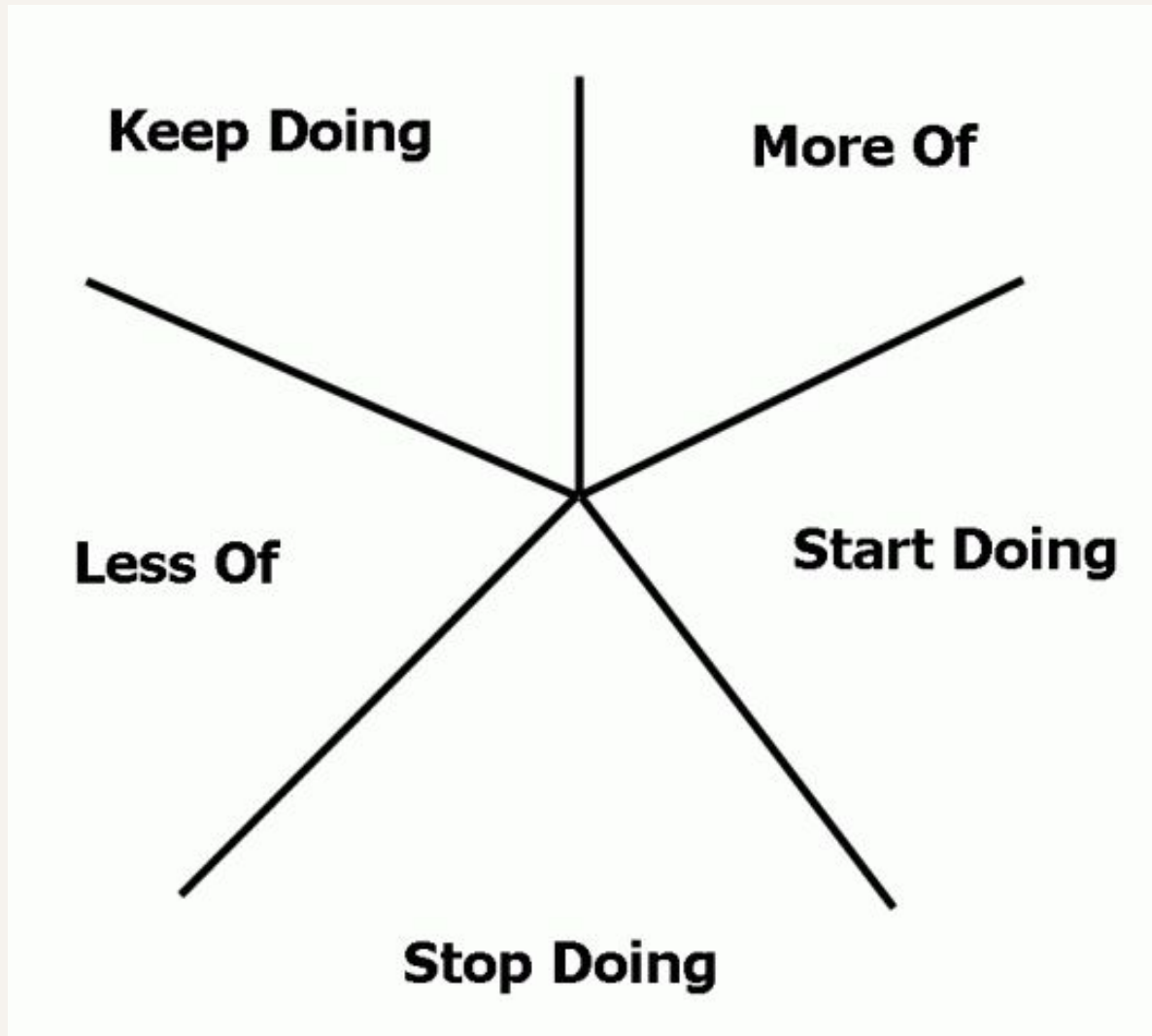
Creating a space with exercises allowing everyone to exist in the group.

**Control :** control time and guarantee that all people inside the group could be express themselves. It's a free expression time to everyone

**Declusion- Check Out** to leave without breaking (in conscience)

# Declusion, example- Manage a Retrospective I

*With the Star technique*



## Conclusion, example- Manage a Retrospective I

WITH THE STORY CUBE'S TECHNIQUE

9 cubes; 54 images



Write your story by using random pictures,make funny retrospectives, and build “the cement team”.

Step 1 : one box per team 9 people or less. Rolling all the cubes.

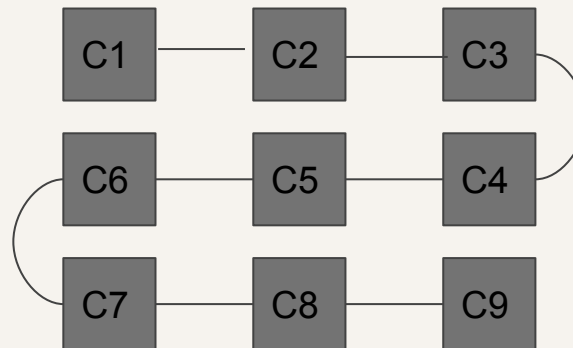
Step 2 : each team member select one cube (and not change the pictures!). Facilitator keeps dices not used.

Step 3 : One member start the story with a metaphor of the cube, each team member uses his own cube to write the complete story.

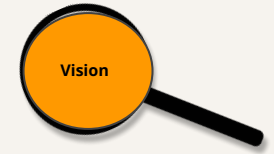
When Team member are less than 9, rolling cubes again, and ask to volunteers to choose one dice more until the story have 9 parts.

Ask also to one Team members writing the complete story below the cube.

Start, with once uppon a time



End, by the End!



# VISION, MISSION, VALUE

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# MAKE a wish

## *Vision part 1*



1- Make your own wish : choose appropriate picture(s) on newspaper to illustrate behavior that you would like to have on your cie in term of :

- Teams
- Performance
- Value
- -etc

2- Select a date of proof

Choose actions and owners and put date you want to achieve it.

# Remember your Future!



Today!

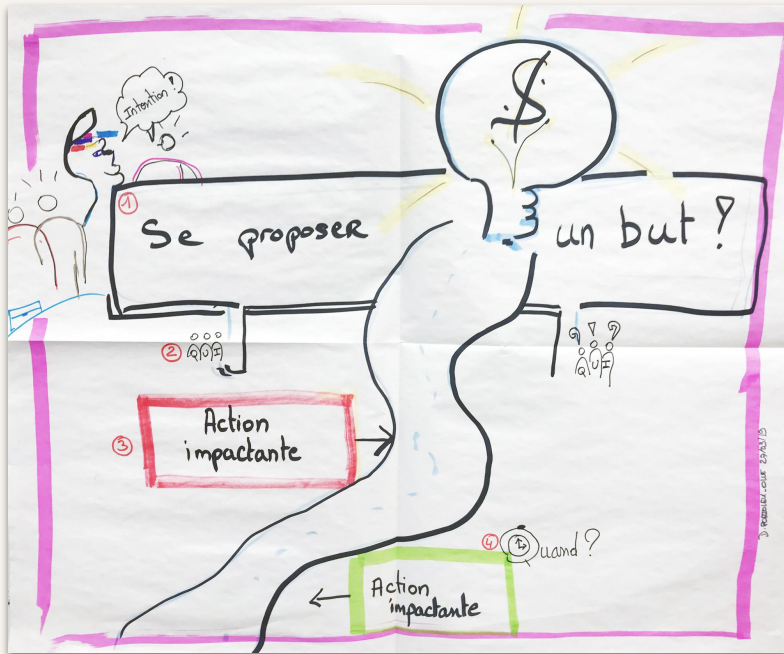
The Future!

4-Close the world!

3- Open the world!

2-Create the world

1-Imagine the world



- 1- Your Aim (Imagine the future) is ambitious!
- 2- Create your world for players with impacting actions!
- 3- Be concrete, See Big but start slowly and small.
- 4- Close the world with what you can do today

# The four season plan



## Les 4 saisons de MASTart'up





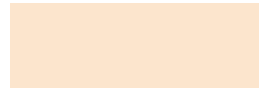
# YOUR CLIENTS JOURNEY

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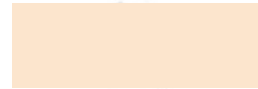
# Persona framework



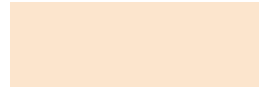
Photo



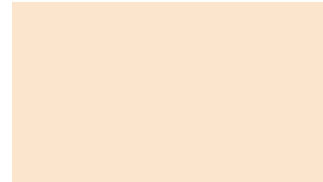
Name



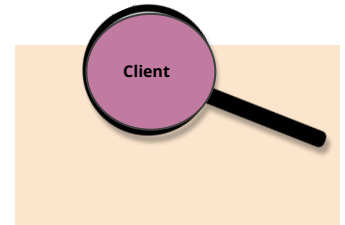
Family



Age



“



”

Role and responsibilities

vvb

Goals and challenges

vvb

How we are helping him/her?

vvb

Expectations

vvb

Fears and frustrations

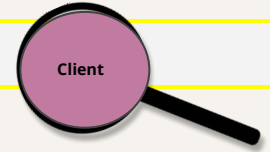
vvb

What we are expecting from him/her?  
How we can attract him/her?

vvb

# Design Challenge

Your challenge



Persona Name

Design Team

IDEATE - Generate alternative to test

Sketch at least 5 radical ways to meet your customer needs (5')

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Share your ideas and capture feedback (10' )

# Design your offer!

Define your ideal !



Who I am ?

What is your personal identity ?

What is your strengths ?

What do you dream to do in your department ?

What is my ideal customer ?

Which value do you want to add ?

How tool is take place in my offer ?



Step1-

Share to the others your proposal in 3 minutes  
Start with your strengths, and the value for the customer that you would like to add  
Explain also the place of digital tools in your offer?

The others listened and provide to you feedback!

Step2-

Add feedback in your proposal and share results to the others.  
The others will turn your proposal in post-it to make the associated action plan.

When all teams members have sharing their proposal we will consolidate all post-it in 4 seasons plan.

Post-it advices :

1 color per quantified objectif

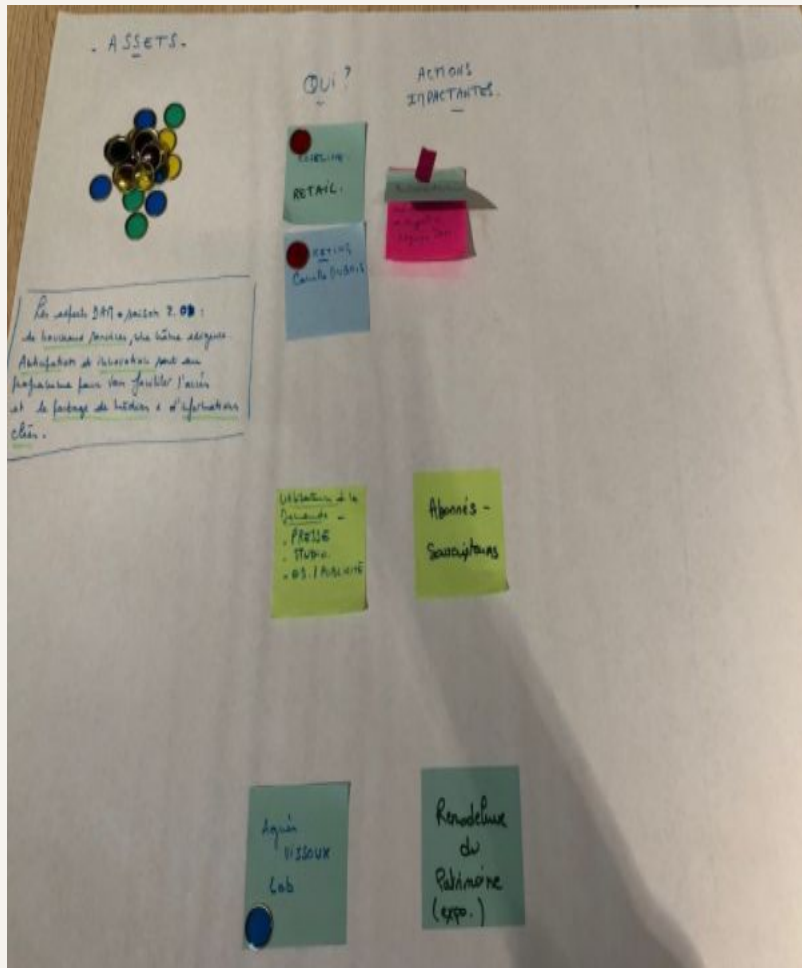
1 color per concrete type of mission

1 color per action to achieve all of it



CARTE D'IDENTITÉ DU SUPER-HÉROS	
	VRAI NOM
	NOM DE HÉROS
	SUPER-POUVOIRS
	0 1 2 3 4 5
	FORCE
	RAPIDITÉ
	ENDURANCE
	AGILITÉ
	ÉNERGIE
	INTELLIGENCE
	GENTILLESSE
PORTRAIT OFFICIEL	

# Market segmentation



Each button color is the representation of one potential customer!

When all of your clients are organised by colors, you have just to decide who are your key players for your business deliveries! You can link them to your favorite persona





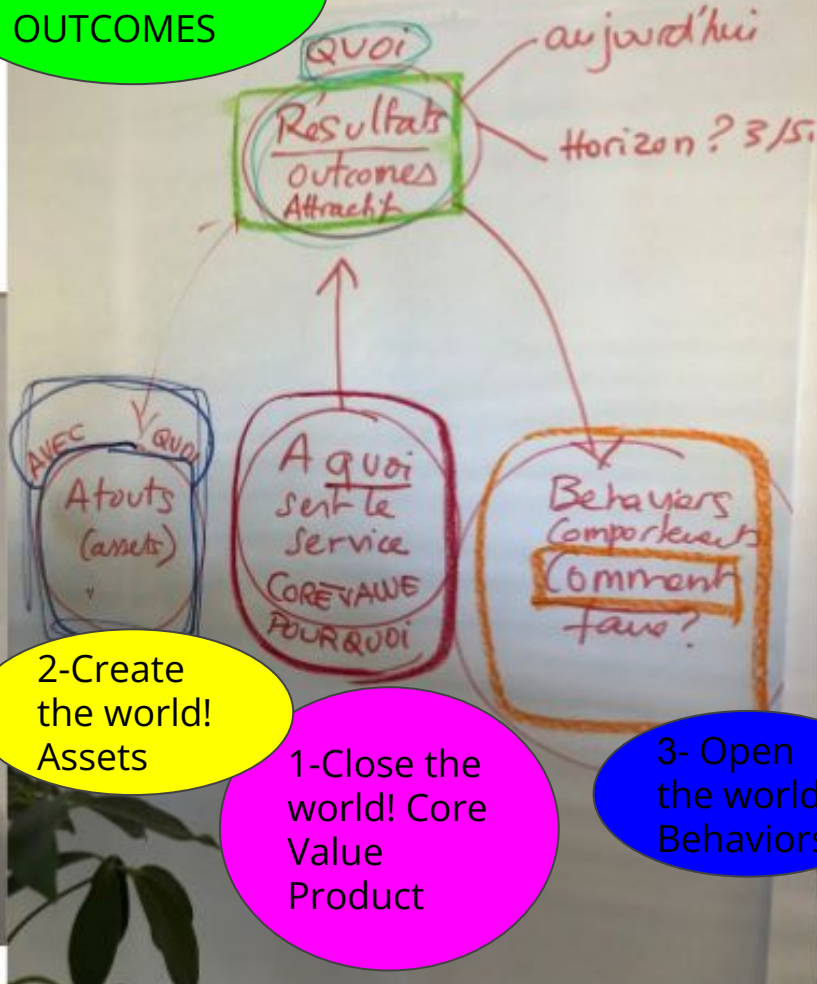
# Your Team Journey

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# Tribal Leadership



1-Imagine the world!  
OUTCOMES



2-Create the world!  
Assets

1-Close the world! Core Value Product

3- Open the world! Behaviors

- 1- Define what is the foundation of your business ? in your "Remember to future" it your present "Close the world"
- 2- It's your talents and patrimony that you have already- Link to Remember your Future "Create the world"
- 3- Define what you want as behaviors link to what you do, and what is your dream?
- 4- Imagine the world driving by values as outcomes

Have a look on *David Logan, the writor, TedX*

<https://www.youtube.com/watch?v=ATbyOuk0bvE>

*To Discover one view of "the dynamic spiral" as A Business Leadership organisation*

# Impact Mapping

## & Mind Mapping

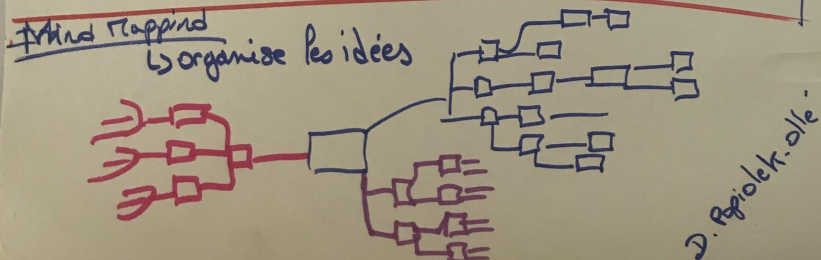
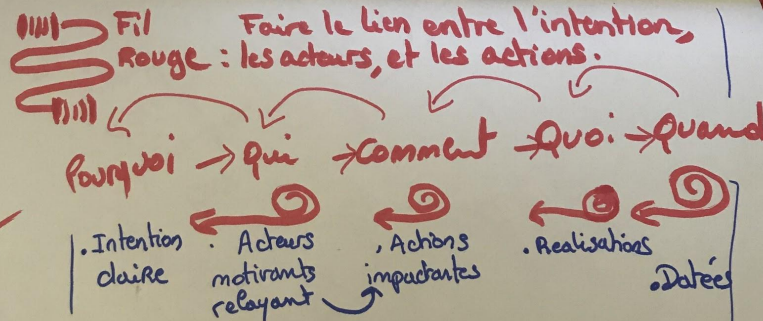
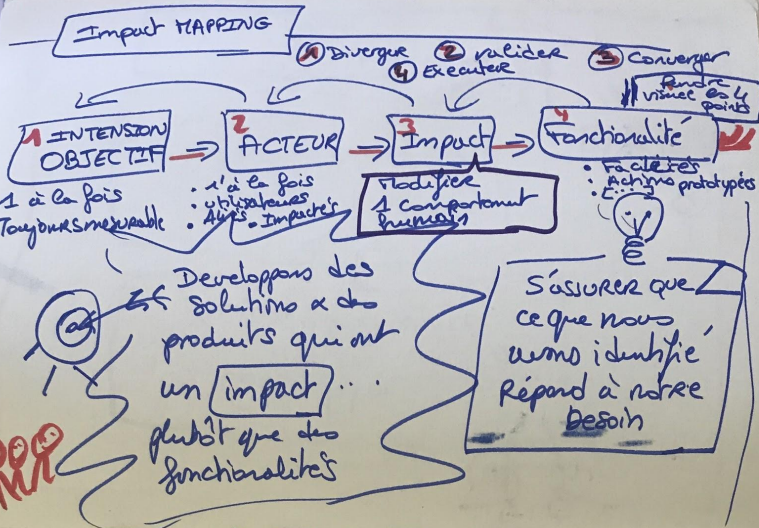


Deliver value by organising link between clear actors and actions.

The impact mapping helps you to define your ideas as :

- 1- Define your aim, your dream world (Why)
  - 2- Define the actors, key players (who) and the time you wants their help to succeed (when)
  - 3- Describe the impact on the key players (what)
  - 4- Define fonctionalities (how)
- And link your deliveries to your aim (as intention)

The mind Mapping could be used for organize ideas!



# The Story Map and Pitch



## User stories

U.S 1- Name  
Action 1

4-Close the  
world!

Test acceptance

Owner :      When  
:

## Steps

Today!



4-Close the  
world!

3- Open  
the world!

2-Create  
the  
world

1-Imagine  
the world

The Future!



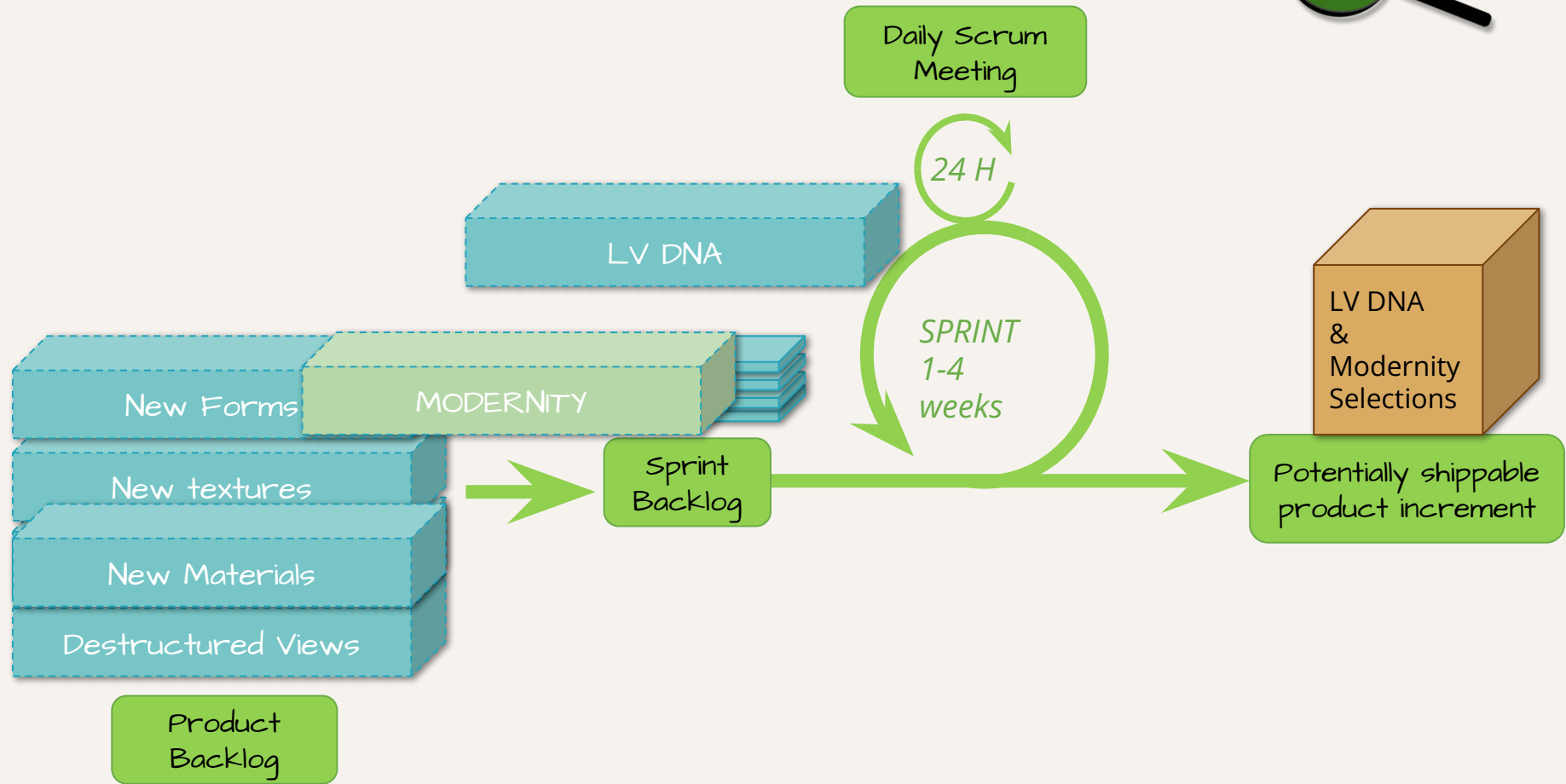
Pitch,

Imagine that you are in an elevator and only one minute to convince!

So start by the end and deliver the complete picture as a full introduction of the subject included :

- Witch problem you solve, or what is different ?
- Who are your key players
- The delivery time
- and what is your clear request for the people who listen you! What do you expected!

# One way to deliver with : Scrum Process Delivery



[http://www.youtube.com/watch?v=\\_QfFu-YQfK4](http://www.youtube.com/watch?v=_QfFu-YQfK4)

And Breathe, we change!

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