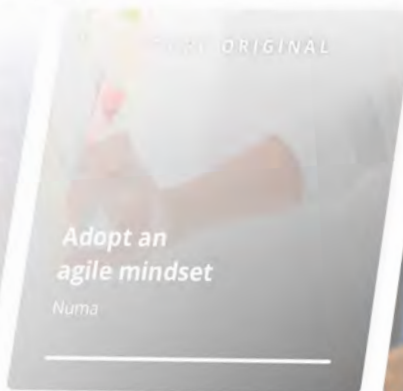
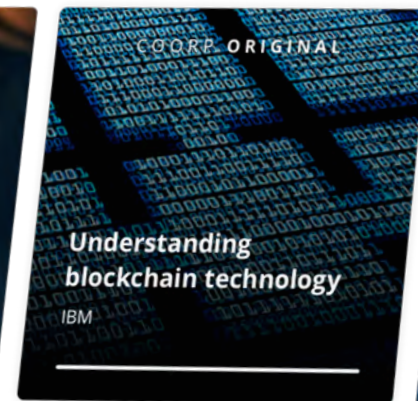
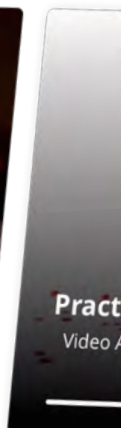


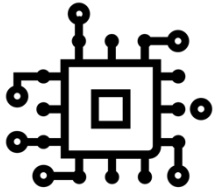
Course Catalog

2021



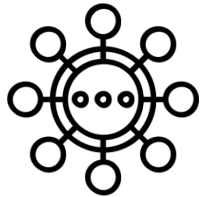
The Coopacademy catalogue accelerates change

And guides organisations through **5 key transformational axes**



DIGITAL

*Data and AI,
Cybersecurity
E-commerce
Social Media
Mobile
E-reputation*



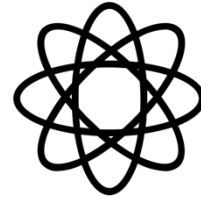
MANAGERIAL

*Communication
Leadership
Active listening
Emotional
Intelligence
Team
management
Decision making
Cognitive biases*



ORGANISATIONAL

*Agility
Creativity
Design Thinking
Lean management
Product management
Time management
Work efficiency
Future of work*



CULTURAL

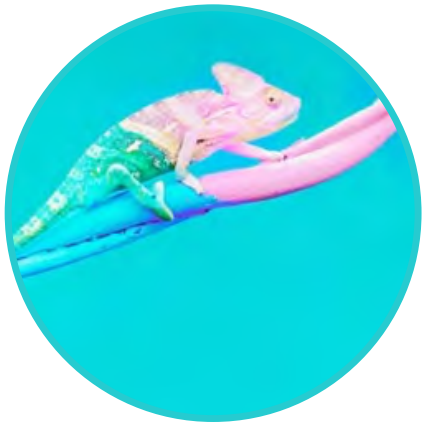
*Innovation,
Intrapreneurship
Change management
Diversity
Inclusion
XYZ Generations
Cultural sensitivity*



SUSTAINABLE

*Digital Sobriety
Energy savings
CSR
Smart Cities
Sustainable
Business
Circular Economy*

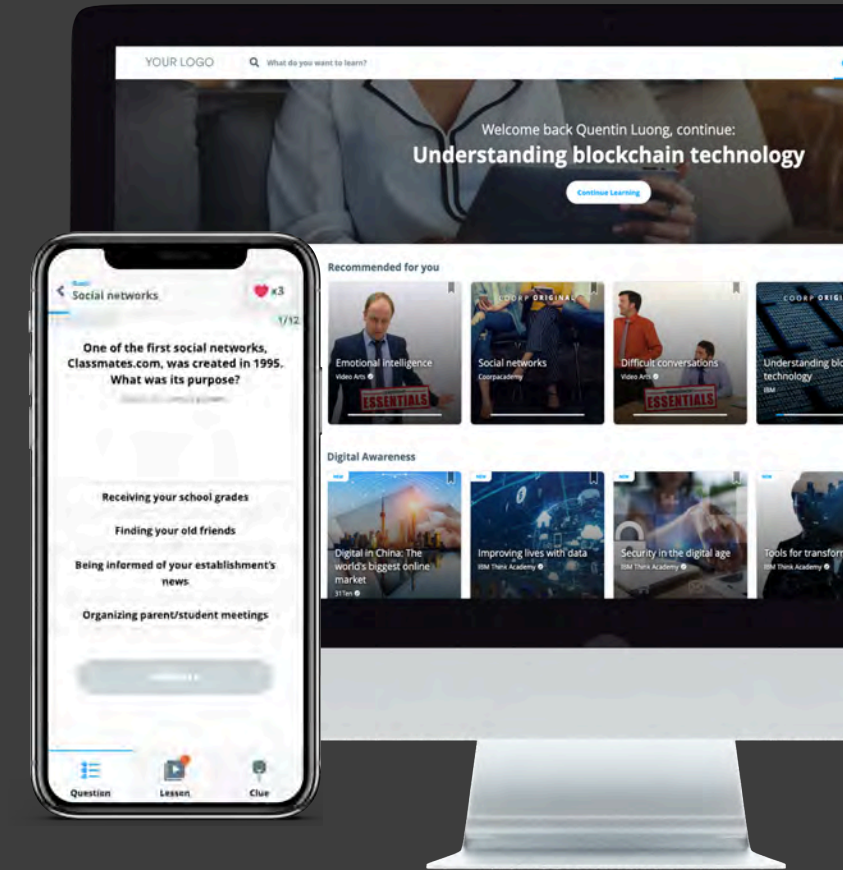
Our 1700 courses address new learning needs



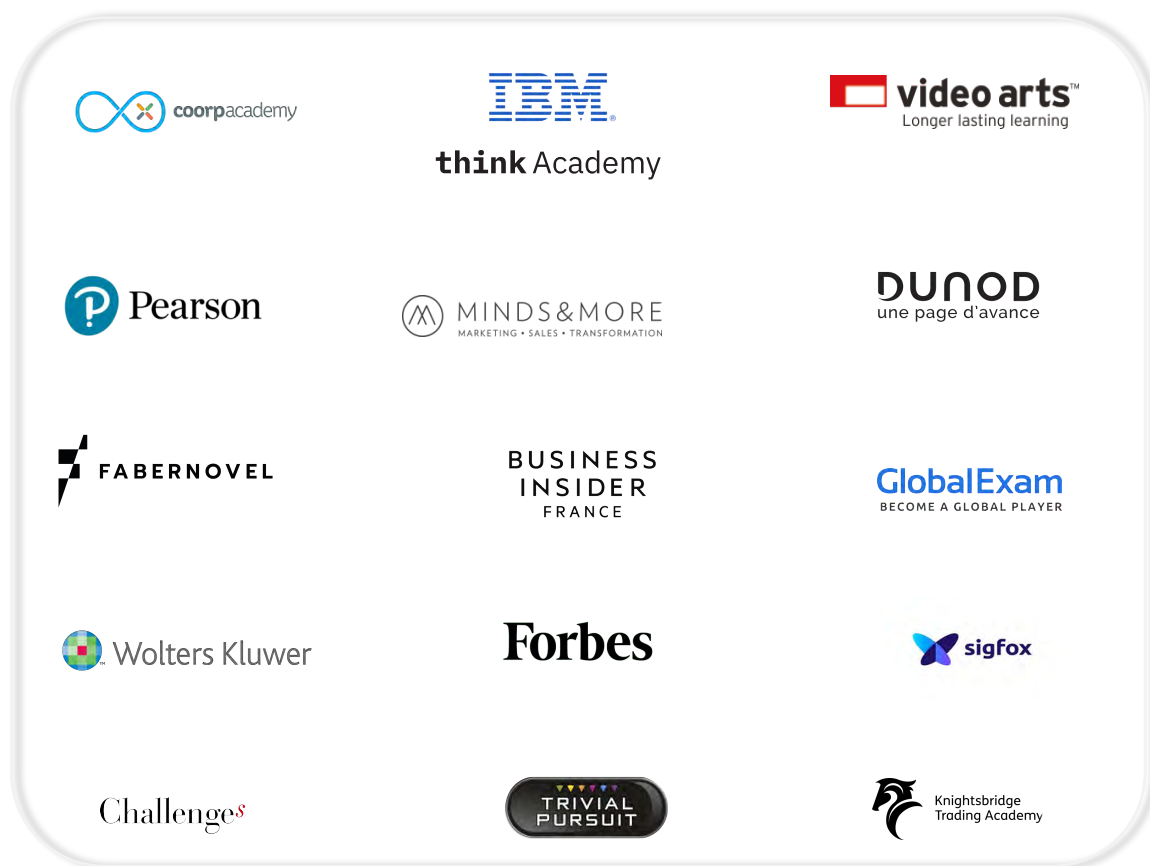
The catalogue covers 5 key transformational axes
Digital, managerial, organisational, cultural, sustainable transformations.



The catalogue covers 90% of soft skills
That are considered essential for the future according to the study lead by the World Economic Forum.



Co-edited courses with authors experts in their fields!



**+ 60 experts
authors**



+ 1 700 videos



**+ 13 000
questions**



**4 exclusive learning
formats**



**3 languages
(English, French, German)**

Our Soft Skills Approach: An Asset for Differentiation

Our ambition?

To support you in the transformation of your company and ensure the evolution of your employees' soft skills.

Soft skills have become an essential **differentiation** asset to adapt to current changes and meet the challenges of **transforming jobs**, skills and working methods.



“In the age of automation, maintaining technical fluency across roles will be critical, but the pace of change is fueling demand for adaptable, critical thinkers, communicators, and leaders. As technology accelerates, soft skills are in high demand to fuel people and business growth.”

— 2018 Workplace Learning Report



A Catalog Covering Key Soft Skills

Our courses are produced in collaboration with renowned partners and experts in their field.

They are organized around 20 soft skills and divided into 4 main families:

Digital
Communication
Creativity and Agility
Leadership and Management

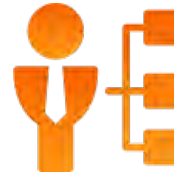


Our catalog covers nearly **90%** of the **soft skills** highlighted by the **World Economic Forum's** study on essential skills to acquire in the coming years.

4 FAMILIES OF SOFT SKILLS



Digital



Management and Leadership



Creativity and Agility

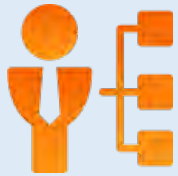


Communication



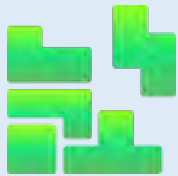
Digital

Digital Awareness
Digital Carefulness
Data-Drivenness
Digital Dexterity
Digital Communication



Management and Leadership

Leading Others
Time Management
People and Team Management
Emotional Intelligence
Conflict Management



Creativity and Agility

Critical Thinking
Problem Solving
Creativity & Innovation
Agility
User Centricity



Communication

Active Listening
Public Speaking
Negotiation & Persuasion
Written Expression
Cultural Sensitivity

A woman with long brown hair and black-rimmed glasses is smiling while talking on a white smartphone. She is wearing a light blue button-down shirt and is seated at a desk. In front of her is a laptop, and to the left, a metal pencil holder contains several colorful pencils. The background is a blurred office setting with shelves and papers. The text "DIGITAL SKILLS" is overlaid in the center in a white, bold, sans-serif font.

DIGITAL SKILLS

@ Digital Skills



Understanding major technological developments has become a significant challenge to ensure sustainability. Mastering the fundamentals of digital culture, being aware of digital risks, analysing and leveraging data, communicating in a digital environment... all aspects of digital are concerned.

By acquiring digital skills, you can learn to understand and decode digital transformations!

Digital soft skills of our catalog :

- Digital Awareness
- Digital Carefulness
- Data Drivenness
- Digital Dexterity
- Digital Communication



+ 550 videos



+ 45 hours of training



Digital Skills: Courses

Digital Dexterity

Discovering the applications of blockchain technology **by IBM**

E-commerce **by Coorpacademy**

Are you ready to be a digital entrepreneur? **by Coorpacademy**

The fundamentals of risk management **by Wolters Kluwer**

Efficient at Work: 9 tools you need to know about **by Éditions Dunod**

Search **by Coorpacademy**

Multi-screening behavior **by Coorpacademy**

Marketing and online advertising **by Coorpacademy**

Attention in the digital age **by Usbek et Rica**

Digital Communication

Social Networks **by Coorpacademy**

The mobile revolution **by Coorpacademy**

Online video **by Coorpacademy**

Social Selling **by Mind & More**

The basics of E-mail Writing in English **by Global Exam**

Understanding the third industrial revolution **by Grégoire**

Sentilhes

Connected Point of Sale **by Coorpacademy**

Using social commerce to build your brand image **by aufeminin**

Online customers **by Video Arts**

Digital Carefulness

Understanding the stakes and impact of GDPR **by TechAgency**

Learn how to prevent digital risks **by Wolters Kluwer**

Security in the digital age **by IBM Think Academy**

Quantum Computing **by IBM**

Tools for transformation **by IBM Think Academy**

The fundamentals of risk management **by Wolters Kluwer**

Digital Sobriety **by Business Insider**

Avoiding and Countering Cyberattacks **by Challenges**

Attention in the digital age **by Uzbek et Rica**

E-reputation **by Coorpacademy**



Digital Skills: Courses

Digital Awareness

Preparing for tomorrow's world by **Boma France**
Understanding blockchain technology by **IBM**
Of robots and men by **Usbek & Rica**
Tools for transformation by **IBM Think Academy**
Inbound marketing & Growth Hacking by **Éditions Dunod**
Quantum Computing par **IBM**
Introduction to artificial intelligence by **Fabernovel Institute**
Digital in China: The world's biggest online market by **31Ten**
GAFAnomics by **Fabernovel Innovate**
Multi-screening behaviour by **Coorpacademy**
Connected Point of Sale by **Coorpacademy**
The Promises of Biotechnology by **Usbek & Rica**
Prospectives par **Coorpacademy**
AI and cognitives technologies by **IBM**
Cognitive technologies by **IBM Think Academy**
Understanding cryptocurrencies by **Challenges**
WeChat, the application that is connecting China by **Fabernovel**
Attention in the digital age by **Uzbek et Rica**
Smart City : Think Big, Start Small by **Sia Partners**

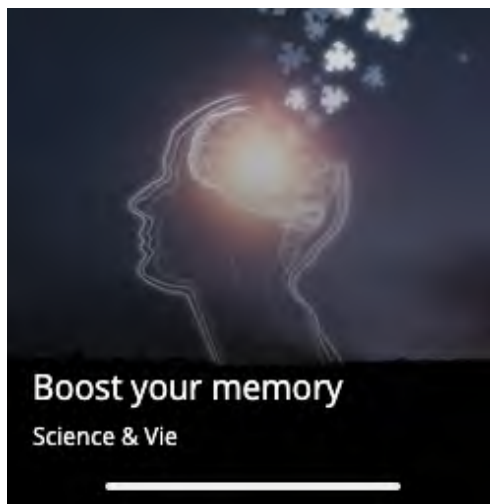
Data-Drivenness

Bringing data culture to life in the workplace by **Fabernovel Institute**
Big Data by **Coorpacademy**
Brand Engagement by **Coorpacademy**
GAFAnomics by **Fabernovel Innovate**
From « Mass Market » to « One-to-one » targeting by **Coorpacademy**
Marketing and online advertising by **Coorpacademy**
Improving lives with data by **IBM Think Academy**
Cognitive technologies by **IBM Think Academy**
Data: A methodology serving the company by **The Data Touch**
Data: The art and science of visualisation by **The Data Touch**
Smart City : Think Big, Start Small by **Sia Partners**
The Internet of Things by **Sigfox**

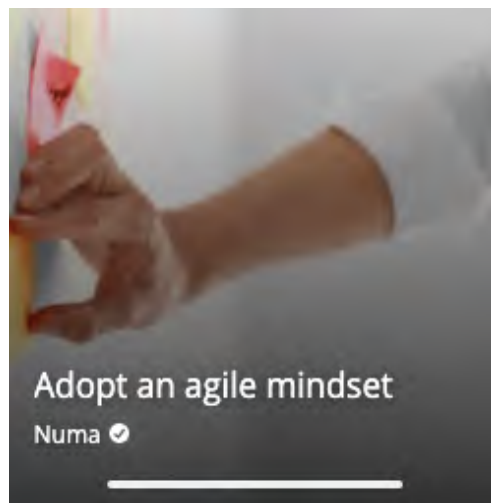


Top 3 Courses

2.



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3.



Digital Skills: Experts & Partners



A group of five diverse professionals are seated around a table in a meeting. On the left, a man with glasses and a beard is smiling broadly. Next to him is a woman with curly hair, looking towards the right. Behind her is a woman with long blonde hair and glasses, also looking right. To her right is a man with a beard, resting his chin on his hand and looking thoughtfully to the right. On the far right, a woman with blonde hair is partially visible, looking in the same direction. They are all dressed in business casual attire. The table in front of them has papers, a laptop, and two white mugs. The background shows a brick wall and a window. The overall atmosphere is collaborative and positive.

LEADERSHIP & MANAGEMENT SKILLS



Management & Leadership



Expectations of managers in companies are changing. Management and leadership are now intimately linked and no longer reserved for a small group of executives who are ahead of their time. Motivate and inspire teams, express emotions appropriately, and manage your time! All this will no longer have any secrets for you. Through Skills *Management & Leadership*, your company's employees can be operational and efficient in all circumstances.

Leadership and Management Soft Skills in our catalog:

- Leading Others
- Time Management
- People and Team Management
- Emotional Intelligence
- Conflict Management



+ 350 videos



+ 17 hours of training



Management & Leadership: Courses

Leading Others

Understanding behaviour **by Video Arts**
Leadership sins **by Video arts**
Being a leader **by Video Arts**
Motivating your team **by Video Arts**
Team well-being for managers **by Video Arts**
Management 3.0 **by Management**
Women are like any other leader **by aufeminin**
Evolving from manager to leader **by Butterfly**
Assert Yourself **by Video Arts**
Ethics **by Video Arts**
Practical leadership **by Video Arts**
Meetings, bloody meetings **by Video Arts**
Motivation: dealing with uncertainty **by Management**

Time Management

Meetings **by Video Arts**
Managing yourself **by Video Arts**
Getting stuff done **by Video Arts**
Managing projects & processes **by Video Arts**
Work efficiency **by Management**
Work-life balance **by Management**
Planning **by Video Arts**
Efficient at Work: 9 tools you need to know about **by Éditions Dunod**
Corporate finance for non-financial people **by Capital**
Initiate and organise a project **by Éditions Eyrolles**
Conduct a project **by Éditions Eyrolles**
Meetings, bloody meetings **by Video Arts**
Boost your memory **by Sciences & Vie**



Management & Leadership: Courses

People and Team Management

How to improve team performance? **by Éditions Eyrolles**

Anticipating and managing tensions in a team **by Éditions Eyrolles**

Ensure cohesion and well-being within your team **by Éditions Eyrolles**

How to communicate as a manager **by Éditions Eyrolles**

Organization skills for managers **by Éditions Eyrolles**

First steps as a manager **by Éditions Eyrolles**

Leadership sins **by Video Arts**

Being a leader **by Video Arts**

Managing discipline **by Video Arts**

Motivating your team **by Video Arts**

Team decision-making **by Video Arts**

Management 3.0 **by Management**

The keys to emancipatory management **by François Fourcade**

Rethinking management **by François Fourcade**

Decoding generations Y and Z **by WoMen'Up**

Cultural intelligence: a key asset in the workplace **by TMA World**

Collaborate with Millennials **by Forbes**

The Learning Organization **by Numa**

Agile employees: learning to develop skills **by Éditions Dunod**

Disability awareness **by Centre for Resolution**

Change Management **by Éditions Eyrolles**

Inclusive Leadership **by Video Arts**

Entrepreneurship **by Challenges**

Development discussions **by Video Arts**

Performance conversations **by Video Arts**

Meetings, bloody meetings **by Video Arts**

Boost your memory **by Sciences & Vie**

Motivation: dealing with uncertainty **by Management**

Performance Review: code red **by Video Arts**



Management & Leadership: Courses

Emotional Intelligence

Emotional intelligence **by Video Arts**

Managing discipline **by Video Arts**

Inside your head **by Video Arts**

Praise and criticism **by Video Arts**

Resilience **by Management**

1 hour to stop stressing and stay zen **by Éditions Dunod**

Feeling good at work **by Webedia Learning**

Leading change in a disruptive environment **by The Human Company**

Feedback: how to give them... and receive them? **by Éditions**

Eyrolles

Cognitive biases: thinking traps **by Luc de Brabandere et Anne**

Mikolajczak

Psychology and communication techniques **by Éditions Eyrolles**

Be an assertive woman **by aufeminin**

9 exercises to gain serenity and efficiency **by Editions Dunod**

Franco-German Intercultural Relations **by CultureActive & Faurecia**

Communicate Effectively to Improve Collaboration **by Éditions**

Dunod

Unconscious Bias **par Video Arts**

Emotional Intelligence **by Éditions Dunod**

Feedback conversations **by Video Arts**

Thinking of others **by Video Arts**

Motivation: dealing with uncertainty **by Management**

Performance Review: code red **by Video Arts**

Conflict Management

Difficult conversations **by Video Arts**

Customer relation: When things go wrong **by Video Arts**

Managing stress and emotions **by Institut François Bocquet**

Anticipating and managing tensions in a team **by Éditions**

Eyrolles

Conflict management **by Institut François Bocquet**

Psychology and communication techniques **by Éditions**

Eyrolles

Successful Public Speaking in Any Situation **by Éditions**

Dunod

Crisis communication **by Pearson France**

Motivation: dealing with uncertainty **by Management**

Talking through conflict **by Video Arts**



Top 3 Courses

2.



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3.



Management & Leadership: Experts & Partners



Management



● Éditions
EYROLLES

aufeminin

web**edic**learning



Forbes

François
Fourcade



Luc
de Brabandere
&
Anne
Mikolajczak



in collaboration with

faurecia

Centre for
RESOLUTION

the human company

{ THRIVE IN DISRUPTION }

ELEPHANT



Capital



A group of people in a meeting, with one person writing on a whiteboard covered in sticky notes.

CREATIVITY & AGILITY SKILLS



Creativity & Agility



Developing the agility and creativity of your employees is a growth lever for your company.

It is becoming essential to encourage them to take the initiative, innovate and to stimulate their reactivity. This can be done by encouraging increased autonomy and cooperation.

Through *Creativity and Agility skills*, engage all of your employees in the transformation and make them champions of problem-solving!

Creativity & Agility soft skills of our catalog:

- Critical Thinking
- Problem Solving
- Creativity & Innovation
- Agility
- User Centricity



+ 200 videos



+ 10 hours of training



Creativity & Agility: Courses

Critical Thinking

Cognitive biases: thinking traps **by Luc de Brabandere et Anne Mikolajczak**

Psychology and communication techniques **by Éditions Eyrolles**

Rethinking management **by François Fourcade**

Praise and criticism **by Video Arts**

Managing cognitive biases **by Olivier Sibony**

Make effective decisions in any situation **by Editions Dunod**

36 forward-looking questions **by Boma**

Problem Solving

The fundamentals of risk management **by Wolters Kluwer**

Learn how to prevent digital risks **by Wolters Kluwer**

The principles and tools outils of compliance **by Wolters Kluwer**

The Fight Against Corruption **by Wolters Kluwer**

Preparing and managing complex negotiations **by Editions Eyrolles**

Customer relation: When things go wrong **by Video Arts**

Problem solving: crack complex problems with the 4S method **by Olivier Sibony et Bernard Garrette**

Psychology and communication techniques **by Éditions Eyrolles**

Change **by Video Arts**

Crisis management **by Video Arts**

Crisis communication **by Pearson France**

Attention in the digital age **by Usbek & Rica**

Motivation: dealing with uncertainty **by Management**

Creativity and Innovation

Boost your creativity with mind mapping **by Editions Dunod**

Creativity et innovation **by Video Arts**

Leading change in a disruptive environment **by The Human Company**

Unleash your inner creativity **by Editions Eyrolles**

Tools for transformation **by IBM Think Academy**

Raise the entrepreneur who is in you **by Grégoire Sentilhes**

Preparing for tomorrow's world **by Boma France**

Intrapreneurship **by Challenges**

Organising and facilitating a creativity session **by L. de Brabandere & A. Mikolajczak**

Community building **par MakeSense**

CSR: history, norms and opportunities **by Coopacademy**

Sustainable development: success stories and business cases **by Coopacademy**

Smart City : Think Big, Start Small **by Sia Partners**



Creativity & Agility: Courses

Agility

Master Design Thinking to become more agile **by Fabernovel Institute**

Adopt an agile mindset **by Numa**

Brand Engagement **by Coorpacademy**

Principles and methods of Product Management **by Fabernovel Institute**

The best Lean tools for improving performance **by Editions Dunod**

Innovate with startups **by Coorpacademy avec le soutien de RAISESHERPAS**

Efficient at Work: 9 tools you need to know about **by Editions Dunod**

Tomorrow's working methods **by OuiShare**

Management 3.0 **by Management**

Employee experience **by Clustree**

Switch to agile mode! **By Fabernovel CODE**

CSR: an innovation tool **by Evocime**

Agility in action **by Numa**

The keys to a successful transformation **by Fabernovel**

Agile employees: learning to develop skills **by Editions Dunod**

Make effective decisions in any situation **by Editions Dunod**

User Centricity

Brand Engagement **by Coorpacademy**

The user experience **by Coorpacademy**

Connected Point of Sale **by Coorpacademy**

The business model **by André Tordjman**

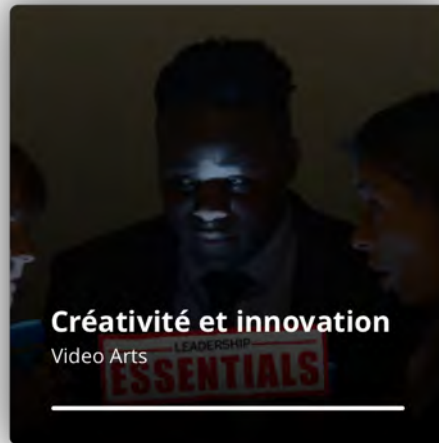
Master Design Thinking to become more agile **by Fabernovel**

Principles and methods of Product Management **by Fabernovel**

WeChat, the application that is connecting China **by Fabernovel**

Top 3 Courses

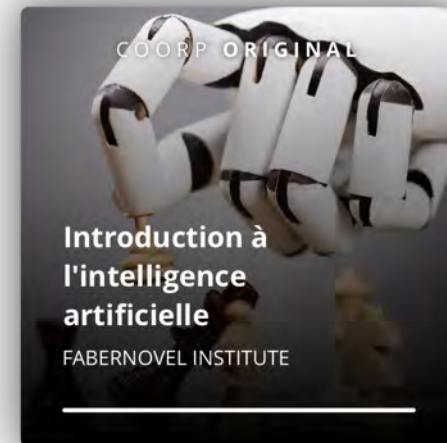
2.



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Creativity & Agility Skills: Experts & Partners

Luc
de Brabandere
&
Anne
Mikolajczak

● Éditions
EYROLLES

François
Fourcade

 Wolters Kluwer

 **FABERNOVEL**

 Formation
DUNOD
en ligne avec vous



make_sense

ouishare

Bernard **Garrette**
Olivier **Sibony**

think Academy

the human company

| THRIVE IN DISRUPTION |

 **video arts**TM
Longer lasting learning

 **Pearson**

boma france

E L E P H A N T

// FABERNOVEL
CODE

 **EVOCIME**



COMMUNICATION SKILLS



Communication skills



Who has never come out of an interview thinking, "I should (or shouldn't) have said that... » - there is nothing more frustrating!
Whether verbal, non-verbal, internal, external, online or offline, communication is not an innate ability.
Making an impact, persuading and negotiating are skills that can be learned effectively!
With *Communication skills*, you can learn to master multiple facets of communication in all circumstances!

Communication Soft Skills in our Catalog:

- Active Listening
- Public Speaking
- Negotiation & Persuasion
- Written Expression
- Cultural Sensitivity



+ 230 videos



+ 11 hours of training



Communication skills: Courses

Public speaking

Fulfil your potential as a speaker **by Brightness**

Meetings **by Video Arts**

Holding a meeting in English **by Global Exam**

Prepare your talk **by Brightness**

Deliver your talk **by Brightness**

Be an assertive woman **by aufeminin**

Successful Public Speaking in Any Situation **by Éditions Dunod**

Cultural Sensitivity

Digital in China: The world's biggest online market **by 31Ten**

Franco-German Intercultural Relations **by CultureActive & Faurecia**

Interacting successfully with Indians **by CultureActive & Faurecia**

Cultural intelligence: a key asset in the workplace **by TMA World**

Workplace generations **by Video Arts**

Active Listening

Phone Manners in English **by Global Exam**

Counselling **by Video Arts**

1 hour to stop stressing and stay zen **by Éditions Dunod**

Recruiting **by Video Arts**

Body language and assertiveness **by Video Arts**

How to communicate as a manager **by Éditions Eyrolles**

The power of behaviour **by Video Arts**

Communicating effectively **by Video Arts**

Communicate Effectively to Improve Collaboration **by Éditions Dunod**

Development discussions **by Video Arts**

Feedback conversations **by Video Arts**

Performance Review: code red **by Video Arts**



Communication skills: Courses

Written expression

The basics of E-mail writing in English **by Global Exam**
The fundamentals of English grammar **by Global Exam**
Avoiding common mistakes in French **by Bescherelle**
Mastering the rules of spelling in French **by Bescherelle**
Mastering the rules of agreement in French **by Bescherelle**
Revising French verb conjugation **by Bescherelle**
Express yourself in a correct and logical way **by Bescherelle**
Use the right word **by Bescherelle**
Improve your writing skills **par Bescherelle**
Communicating in Writing **by Video Arts**

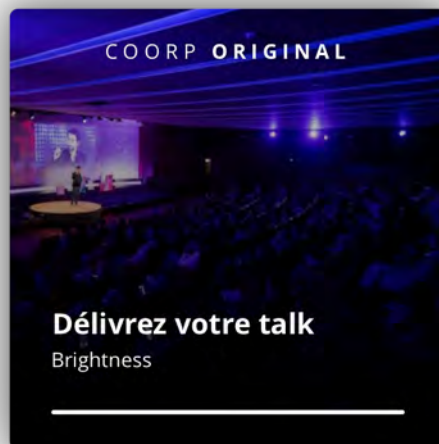
Negotiation & Persuasion

The fundamentals of negotiation by Éditions Eyrolles
Preparing and managing complex negotiations by Éditions Eyrolles
Negotiating tactics by Video Arts
Psychology and communication techniques by Éditions Eyrolles
Making a sale by Booster Academy
Making your case by Video Arts
Difficult sales By Video Arts
Negotiation through the prism of neuroscience by Management
Customer relations by André Tordjman
Negotiating: tying the knot by Video Arts
Less is more by Video Arts
Negotiating by Video Arts
Everyday Negotiating Techniques by Management
Successful Public Speaking in Any Situation by Éditions Dunod
Master a negotiation in English by Global Exam



Top 3 Courses

2.



1.



3.



Communication Skills: Experts & Partners



Bescherelle

aufeminin

● Éditions
EYROLLES



Brightness |

DUNOD
une page d'avance

Management



GlobalExam
BECOME A GLOBAL PLAYER

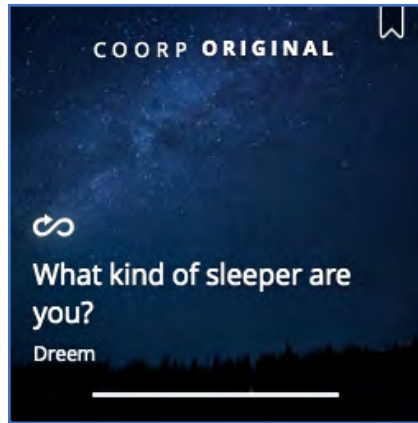
·faurecia

**The courses where
you are the hero**

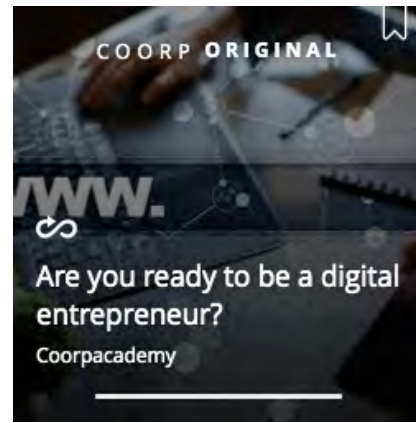


Adaptive Courses: Courses Where You're the Hero!

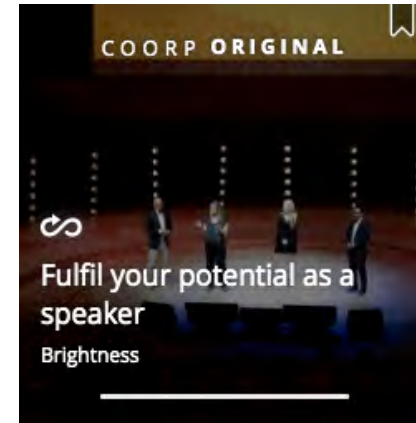
Put yourself in “real-life” situations with courses where you are the hero,
and discover your profile on practical skills.



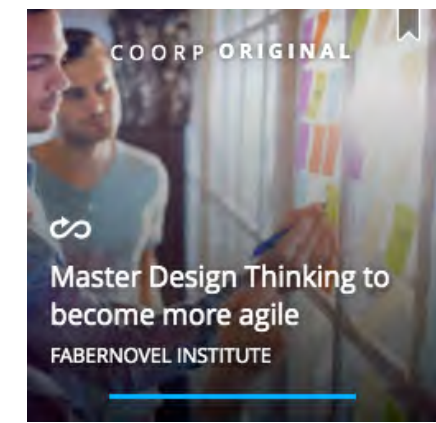
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coopacademy



Brightness |



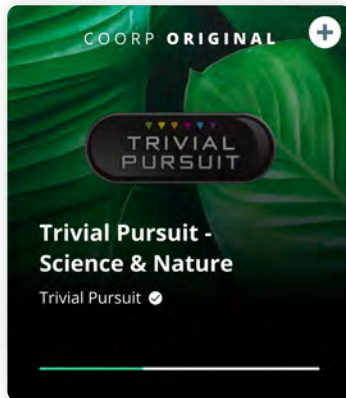
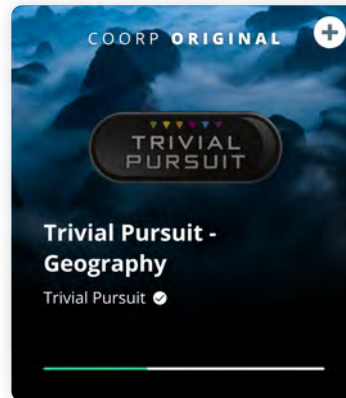
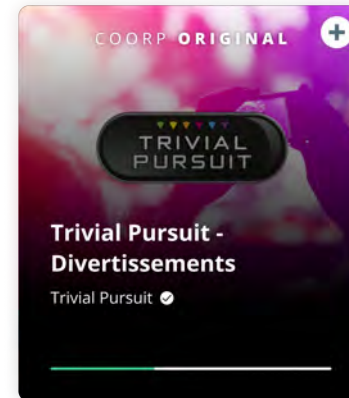
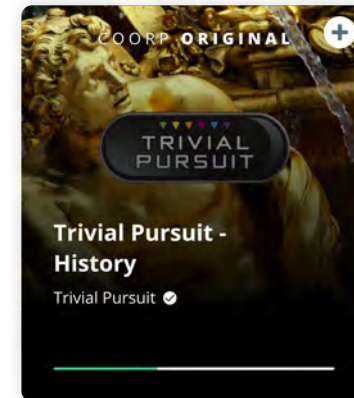
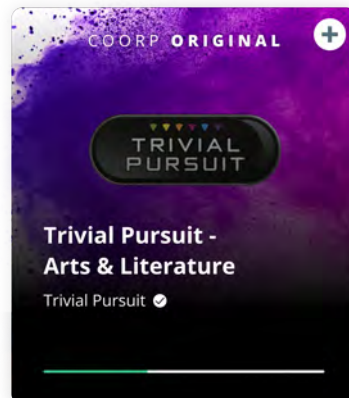
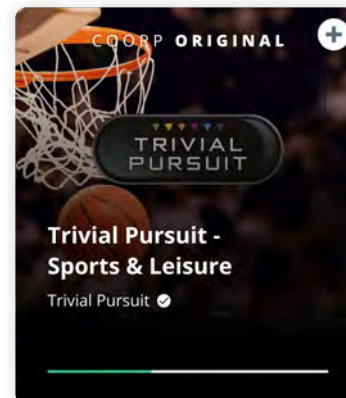
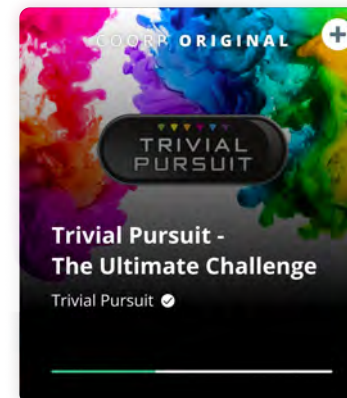
// FABERNOVEL
INSTITUTE



THE PURSUIT OF GENERAL KNOWLEDGE

Improve your general knowledge with Trivial Pursuit

Educate yourself on 6 key themes of Trivial Pursuit and have fun in the process!
It's your turn to play: Science and Nature, Geography, Entertainment... Are you ready for the challenge?



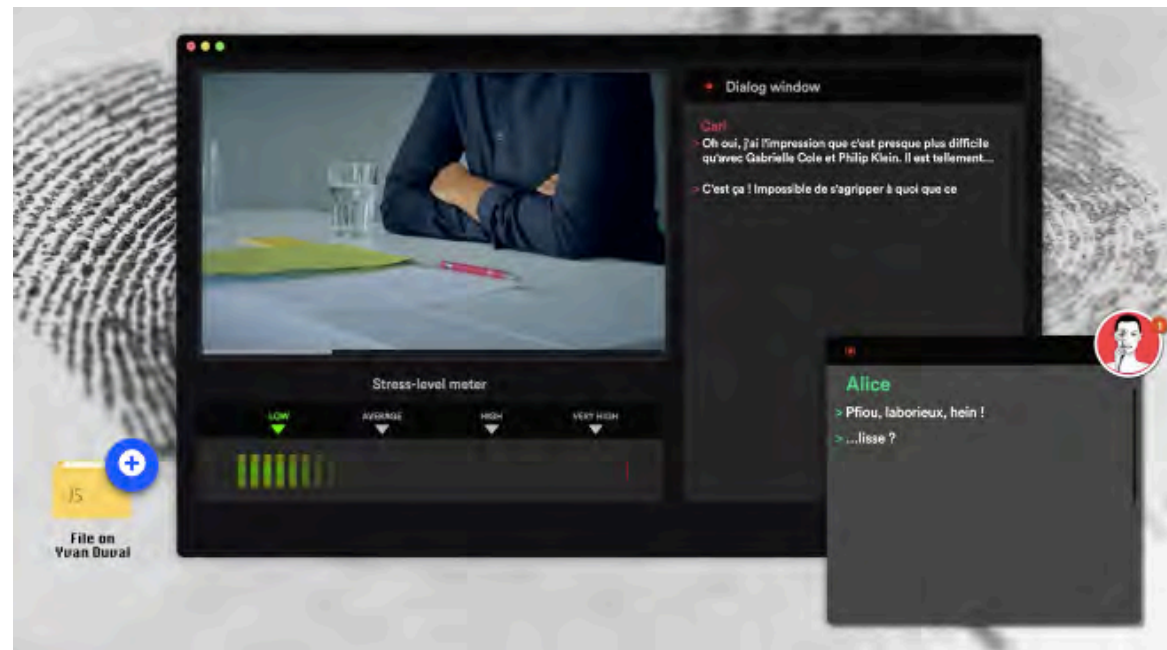


SUSPECTS

UNE PRODUCTION **COORPACADEMY**

The first Series that's 100% Fiction 100% Learning

Introducing *Suspects* a new interactive learning series produced by Coopacademy where the player-learner must conduct 3 interrogations over 3 episodes using their soft skills. By using active listening, negotiation, persuasion and emotional intelligence, the aim of the game is the uncover the guilty parties.



A woman with long brown hair is sitting at a desk, wearing large white over-ear headphones. She is holding a black smartphone in her right hand and looking down at it. She is wearing a yellow cardigan over a white top. On her left wrist, she has a white smartwatch. In the foreground, the back of a silver laptop is visible. The background is dark and out of focus, showing some bokeh light effects. The text "OUR PLAYLISTS" is overlaid in white, bold, sans-serif font on the left side of the image.

OUR PLAYLISTS

The Playlist Approach

The playlists designed by the Coorpacademy team, are associations of courses that change regularly, based on trends and topics that interest you.

The objective? To guide you through our catalog of more than **1,200 references** and make you want to learn more!



Every two months,
5 new playlists
make their appearance!

Stay connected!

Some Examples

Be the hero of your own learning
adventure

Exude your leadership aura

Best of Digital

Future of work

Switch to green

Can you sell me this pen?

Best of Agility

Managers of tomorrow

Best of Collaborative work

Future of Sales

Boost your efficiency

Welcome to Wall Street!

Always one step ahead!

Best of Quality of Work Life

Do you speak English?

Set your creativity free!

Looking to the future

Assess yourself!



NEW COURSES

Latest releases in Q4 2020

Q4

COURSE	AUTHOR	COURSE	AUTHOR
Trivial Pursuit – Sports and Leisure		The Internet of Objects	
Trivial Pursuit – Final Challenge		Motivation : dealing with uncertainty	Management
Corporate Social Responsibility		Sustainability	
CSR : who it concerns			
Smart City : the keys to an enhanced city			

Upcoming courses in 2021

Q1

COURS	AUTEURS
5G	
Learn to Learn	
Remote working: from theory to best practices	
Successful meetings	
Information and fake new online	
30 ways to make more time	
CSR: stakeholders and industries – all concerned	

A background image showing several hands interacting with a Jenga tower. One hand is placing a block on top, another is removing a block from the side, and a third is holding a block at the bottom. The scene is dimly lit with a dark overlay.

PARTNERS & AUTHORS

60 Partners and Authors



31Ten is a China-based digital agency specialized in building future-ready software solutions for the Chinese market. Our name is derived from Shanghai's latitude, 31°10'N, where we serve as a compass that guides our clients in leveraging China's digital ecosystem to reach, engage, convert and serve an increasingly agile customer. In 3 years of existence, we have served 40+ international brands across 100+ projects. Our constant R&D to stay at the top of Chinese digital innovation allows us to share strategies and best practices to understand China's very fast-paced digital battleground.

André Tordjman

André Tordjman is the CEO of the store, Little Extra, which he founded in 2005. Little Extra is a low-price lifestyle brand. Designed to recreate a loft environment, the stores are dedicated to everyday items for the kitchen, bathroom and children. Little Extra currently has 18 stores in France and an e-commerce site. Before becoming an entrepreneur, André Tordjman lectured in marketing at HEC for more than 15 years and worked as the marketing director of the Auchan Group for seven years. André Tordjman has written several books and has had several articles published in international magazines. He was awarded the Paul Nicolas prize by the 'Académie des Sciences Commerciales' for his book, *Stratégies de concurrence dans le commerce*, as well as the 'Thèse d'Or' award for his research in the field of distribution.

aufeminin

A flagship publisher of content for women founded in 1999, *aufeminin* belongs to the global media group of the same name, which receives almost 143 million visitors a month across its worldwide platforms. In France, the *aufeminin* Group (aufeminin.com, [Marmiton](#), [My Little Paris](#), [Merci Alfred](#), [Onmeda](#), [EtoileCasting](#)) attracts almost 20 million unique visitors each month. Headed up by Marie-Laure Sauty de Chalon since 2010, *aufeminin* supports women's rights through a range of initiatives and support for associations and NGOs.

Bescherelle

Bescherelle is a brand of Hatier Publishing house, which publishes many school, extracurricular and youth books. Today, the Bescherelle range offers, in addition to references, books on history, languages, subtleties of the French language, but also family games. With 1 million books sold each year, Bescherelle is the reference in French. Historically innovative, the brand has developed a free training site and two reference applications, Bescherelle Conjugaison and Bescherelle Synonymes, which have sold more than 150,000 units to date.

Bernard Garrette Olivier Sibony

Bernard Garrette and Olivier Sibony are both consultants, authors et professors, specialists of strategic management. Bernard Garrette is Professor of Strategy at HEC Paris. He serves as management consultant and business educator for various organizations, from start-ups to multinational corporations. Bernard has been MBA Dean at HEC Paris, consultant with McKinsey, and visiting professor at IESE, London Business School, and the University of Cambridge. Olivier Sibony is Affiliate Professor of Strategy at HEC Paris. Previously, he was a Senior Partner of McKinsey & Company, where he spent 25 years advising the leaders of global corporations. Olivier is the author of articles in various publications including Harvard Business Review, McKinsey Quarterly and California Management Review. Together and in collaboration with Corey Phelps, they wrote the book *Cracked It!: How to Solve Big Problems and Sell Solutions* Like Top Strategy Consultants (Palgrave Macmillan, 2018).

boma france

Boma creates challenging learning experiences that combine what you need to know and who you need to be to anticipate possible futures. Boma is an exclusive community of committed experts and innovators whose first mission is to acculturate and train leaders and change-makers in order to equip them with the best means of action at their level. In this way, Boma gives them a time head start and prevents them from being pushed by future disruptions.

booster academy

Booster Academy is the first ever centre for intensive training in sales. For over 10 years, it has worked with businesses, individuals and SMEs in France and all over the world. Like in a gym, your level of business skills is determined on a scale from 1 to 12. The training consulting office guarantees a steady, long-term improvement of business skills for anyone who wishes to develop their selling power.

Brightness

Brightness was conceived well before it was created in 2012. The company started laying down its first roots when the first European TEDx, TEDxParis, came to town in 2009. Having been emboldened by this experience, Nawal Hamitouche and Michel Lévy-Provençal formed Brightness as a way of training managers and their teams to become an active part of global changes. They wanted to do this by educating them in public speaking and issues around innovation during taught sessions, workshops and events. Thanks to its community of change-makers, in 2013 Brightness created L'ÉCHAPPÉE VOLÉE, the first ever do-tank which innovates for the common good. Both L'ÉCHAPPÉE VOLÉE and TEDxParis are initiatives that sum up our philosophy at Brightness: to commit to the future transformation of the world.

BUSINESS INSIDER FRANCE

Business Insider is a business site with deep financial, media, tech, and other industry verticals. Launched in 2007 by former top-ranked Wall Street analyst Henry Blodget and DoubleClick founders Dwight Merriman and Kevin Ryan, the site is now the largest business news site on the web.



Butterfly is an employee intelligence and management coaching software designed to transform managers at all levels into exceptional leaders. Butterfly helps modern organizations gather regular employee feedback that drives actionable insights and builds stronger leaders and more transparent cultures. A pioneer in AI-powered management coaching, Butterfly's self-learning technology uses real-time team feedback to deliver customized leadership training and content to managers on an ongoing basis. Companies like GE, Citibank, Jet.com, Ticketmaster and Ogilvy rely on Butterfly to grow leaders and build stronger, happier teams. Butterfly recently closed its seed funding round of \$2.4 million with backing from Daphi (lead), Precursor, Tectonic Capital and notable angel investors. In 2017, the Webby Awards, the internet's highest honor, named Butterfly as one of the top 5 platforms in its category.



Brand media, Capital helps to better understand and live today's economy. Capital brings the world closer to the economy of everyday French life. Capital decrypts, unveils, advises to enable its readers to make the right choices in a society where everything is economy.



Centre for Resolution provides individuals, families and organisations with a variety of services including civil, workplace, disability and family mediation, mediation skills training and disability awareness training. The aim of Centre for Resolution is to increase effective communication between colleagues and employers, family members and ex partners and also between service providers and service users. Centre for Resolution is member of the European Mentoring and Coaching Council and The College of Mediators and all of its family mediators are members of the Family Mediation Council.



Challenges is a weekly French business magazine, covering the main economic events in France and abroad. All the economic news is in Challenges: budget, consumption, public finances, economic situation, taxation, growth. Files, analyses of the greatest economists, strategies, practical investment and investment advice, Challenges magazine makes the economy clear and exciting!



Clustree is a publisher of HR software that uses artificial intelligence to change the way companies manage their talent. Today, only 5% of employees are offered personalized recommendations to guide them into their career decisions. Clustree created an artificial intelligence to help 100% of them. This career coach uses artificial intelligence to recommend personalized career opportunities to each employee working for a big company, regarding their aspirations and their company's.



Based in Paris and incubated at the École Polytechnique Fédérale de Lausanne, Coopacademy is at the heart of studies on new learning methods. Its expertise is adapting training content to these new ways of learning. To do that, the startup can count on its innovative educational protocol based on four pillars: gamification, community, flexibility and reverse pedagogy with one goal in mind: engaging the users.



RAISE's endowment fund RAISESHERPAS, a leading philanthropic startup accelerator, offers finance, support and networking tools. One of its missions: helping start-ups to grow by promoting their cooperation with major companies, particularly through providing tailored support. RAISE also went into partnership with consultancy firm Bain & Company as part of the *David and Goliath* initiative. The aim of this project is to analyse alliances between large companies and start-ups, and to suggest ways of improving their relationships.



The French Red Cross is an association of 60,000 volunteers and 17,000 employees. Auxiliary to the public authorities in its humanitarian missions, the French Red Cross has been fighting for more than 150 years to relieve human suffering. Every year, the association initiates and trains more than 130,000 people in first aid.



Lewis' model is rooted in Edward T Hall's concepts of monochronic (treating one thing at a time) and polychronic (treating several things at the same time) cultures. Richard Lewis extended these concepts to the broader concepts of linear-active and multi-active, then added the new concept of reagent, after a period of immersion in Japanese culture. This course, based on the Lewis model, was developed in partnership with Faurecia, a leader in automotive technologies (sustainable mobility, intelligent on-board living) and a strategic partner of global automakers. Faurecia is a customer-focused company with 300 sites in 35 countries, including France and Germany. 1 in 3 vehicles in the world incorporates Faurecia technology.

The logo for Dreem, featuring the word "dreem" in a lowercase, rounded, pink font.

Dreem is a team of people passionate about science, technology and design, whose common mission is to improve everyone's sleep. To do this, they decided to design and market a banner that measures brain activity, analyzes sleep in real time and accompanies falling asleep, deep sleep, waking up, thanks to sound programs that allow its users to get a good quality sleep. Founded by two former polytechnicians, Hugo Mercier and Quentin Soulet de Brugière, Dreem aims to position itself as the benchmark solution on the sleep market. And this, both by constantly optimizing their technology and functionalities, and by remaining at the heart of scientific advances in sleep.



Dunod is France's top publisher of business books and never ceases to innovate, with its important signature works including Mercator, Strategor and Communicator and iconic collections such as La Boîte à Outils (The Toolkit), les 5 Clés (The Five Keys) or 2h chrono (2 hours on the clock). Dunod uses digital learning to help organisations with their training needs. The company provides job-specific courses as well as training in soft skills. It uses tried and tested educational techniques and its goal is to foster a high level of commitment. Dunod draws on the expertise of its best writers to offer you exclusive online training with CoopAcademy.



Created in 1935, SVP is a service company that supports decision-makers in real-time by providing them with the necessary information for their business activity. Based in Saint-Ouen (93) and with a 200 strong workforce, SVP covers many areas of expertise: human resources, taxation, business affairs, marketing, finance, etc. In France, SVP has 30,000 users and 7,000 customers. This lesson has been devised by Evocime (part of the SVP group), a recognised player in behavioural training for the last 40 years.



A family-owned and independent group since its creation in 1925, Eyrolles is one of the top 20 publishers in France. The group, in addition to publishing and bookselling, now offers e-learning courses in partnership with Coopacademy. These training courses come from the most iconic works written by the publishing house's best authors.



FABERNOVEL INNOVATE is an innovation agency of the FABERNOVEL group, leader in digital transformation for companies, founded in 2003 with offices in Paris, San Francisco, New York, Shanghai and Lisbon. FABERNOVEL INNOVATE has gathered a multi-expert team of 60 business, tech & design talents to support senior and business line management to craft and test products and services, and implement innovative strategies.



FABERNOVEL was founded as an innovation company in 2003, and has offices in Paris, San Francisco, New York, Shanghai and Lisbon. FABERNOVEL INSTITUTE works to develop a digital and entrepreneurial culture among major companies' managers and employees. FABERNOVEL INSTITUTE's mission is to realign employees' viewpoints to make them active participants in transformations within their professions and organisations.



FABERNOVEL CODE est une Digital Factory qui réalise des plateformes web en considérant chaque projet comme une start-up. Designers, coach agiles et développeurs accompagnent les clients de la définition de la vision produit au lancement du Minimum Viable Product, jusqu'au passage à l'échelle. Pour cela, ils utilisent les meilleurs standards du marché et les méthodes agiles pour co-construire avec eux un produit final performant et pérenne.

Forbes

Forbes is a quarterly digital and paper magazine dedicated to entrepreneurs and decision-makers who want to follow business, finance, management and technology news.

François Fourcade

François Fourcade has worked for 15 years in a major international automotive supplier. After a PhD thesis in Strategy and Innovation Management realised at the Management Research Center at the Polytechnique school in Paris, he left the industry to return to one of his passions: teaching and pedagogy. He holds now the position of Associate Professor at ESCP Europe, based on the Paris Campus. He coordinates several courses in the Master in Management programme: The Management Control course (Master's Level) and the Business Planning elective course. He is experimenting numbers of educational innovations, including the HEC Executive Education Continuing Education Platform. François Fourcade also participated in the writing of a collective work entitled " Pour en finir avec le management efficace " (Pearson, 2015).

GlobalExam

BECOME A GLOBAL PLAYER

GlobalExam is the leading EdTech start-up for mobility and employability of students, employees and jobseekers. We offer everyone the opportunity to enhance their language skills by obtaining the highest score in internationally recognized certifications. The trainings are prepared by professionals with specialized programs, assessments and situations in 5 languages (Spanish, English, German, French and Chinese). Today, GlobalExam has enabled more than 300,000 users to pass their language certification and support more than 450 higher education institutions and training organizations in France and 20 countries.

Grégoire Sentilhes

Grégoire Sentilhes, a serial entrepreneur in Europe, China and the US, provides an innovative and global vision of the entrepreneur's transformative role in the third industrial revolution that is reshaping the world. Based in Paris since 2002, he is the president and co-founder of NextStage AM, one of the major players in capital development, which won the Gold Award for the best Growth Equity Fund in Europe in 2015. He is as a long-term "entrepreneur-investor" on behalf of medium-sized companies, and holds the common objective of making them the champions in their market. On an unpaid basis, he is also the co-founder and president of the G20 Young Entrepreneurs Alliance France (G20 YEA) and Citizen Entrepreneurs.



For more than 100 years, IBM has positioned itself as the preferred partner of companies by providing them with the most comprehensive range of resources - competencies, systems, software programs, services, finance, technology - to let them stand out in their market and become innovative companies thanks to their data and cognitive systems, which are stored in the cloud and focus on customer experience. For more than a century in France, IBM has laid the foundations of a world based on smart and interconnected systems and new IT architectures, and thereby contributed to the transformation of the French economy and of society.

think Academy

Think Academy is IBM's award-winning learning platform that educates 400,000+ employees and partners on topics critical to the company's success.



Institut François bocquet

Every year, the François Bocquet Institute organizes more than 1,000 talent development training courses around Europe. More than 150,000 professionals have been trained, and even transformed, by the Institute since 1986.



Knightsbridge
Trading Academy

Knightsbridge Trading Academy's aim is to develop the trading skills of their students by equipping them with the latest strategies and technology. Gathering elite traders, CISI accredited tutors, brokers and financial analysts in the industry, who have worked for some of the most prestigious financial institutions in the world, the team's mission is to help you – whether you're a beginner or an experienced professional – develop all the skills, expertise and innovative thinking required to succeed in today's rapidly evolving financial markets. Knightsbridge Trading Academy in association with the London Stock Exchange Group Academy have developed programmes designed to improve investment strategies using fundamental and technical analysis, investment psychology, risk management, asset allocation and how to interpret news. These ITP programmes are accredited by the Chartered Institute of Securities and Investment (CISI).

Luc
de Brabandere
&
Anne
Mikolajczak

From highly diverse backgrounds - one is an engineer and now a Fellow of the Boston Consulting Group, the other is a philologist - Luc de Brabandere and Anne Mikolajczak have been working together for over 30 years and have chaired dozens of creativity seminars in companies. The experience has led to their interest in cognitive bias, a mental mechanism that sets a brake on our creativity and, above all, causes us to take leave of rational thought and make mistakes. They have written a book on the subject *Petite Philosophie de nos erreurs quotidiennes* (published by Eyrolles), the main ideas of which can be found in this course.

make sense

Started in 2010, makesense is a global community with nearly 100 chapters. Our goal is to mobilize people – citizens, entrepreneurs, organizations – to work together to tackle the big social & environmental issues of our time. We do that by training & empowering members to organize regular in-person events, such as workshops & meet-ups, in their cities. Based on our experience in growing communities across different cultures, countries, and contexts, we built models and trainings to formalize best practices in this emerging field. We've spent the past 6 years training & supporting dozens of organizations – from corporations to global institutions to small startups – with their communities.

Management

Management is the benchmark media brand for those who want to take control of their lives and advance at their own pace. It exists in magazine form and also includes special editions, communities and online courses. Their aim is to help put meaningfulness and enjoyment back into working life, ensuring that it is a means rather than an end. The magazine is also intended to explore business from every angle, while retaining its essential focus on what really matters most: you.

marmiton

Marmiton was founded in 1999 and is now the leader in French-speaking cooking media with over 20 million users (or readers of its paper magazine) each month. Marmiton gives everyone the chance to find recipes and ideas which are simple and reliable as they come from other Internet users and are validated by the community, enabling everyone to enjoy themselves on a daily basis and improve their cooking skills.



Minds&More is a preferred partner for business growth through sales, marketing & transformation excellence. Our end-to-end services comprise strategic advice and consulting, interim operations as well as training and coaching to ensure tangible impact.



NUMA is the School of the future of work, providing solutions for continuous and engaging learning experiences for individuals and corporates all around the world. Created in 2000, NUMA created Paris's first entrepreneurial association, first coworking space, first startup accelerator and first open-innovation program. NUMA is today a key player in championing the startup culture and instigating innovation worldwide through training. This course features internationally acclaimed author and executive coach Jeff Gothelf and Claudio Vandi from NUMA.

ouishare

OuiShare connects people and accelerates projects for systemic change. Our mission is to build and nurture a collaborative society by connecting people, organizations and ideas around fairness, openness and trust. We believe that economic, political and social systems based on these values can solve many of the complex challenges the world faces, and enable everyone to access to the resources and opportunities they need to thrive. A non-profit founded in January 2012 in Paris, OuiShare has rapidly evolved from a handful of enthusiasts to a global community counting of +2000 members in +22 cities spread across Europe, North, Latin America and the Middle East. OuiShare activities involve research & knowledge production, community organizing, events such as the OuiShare Fest, projects acceleration and services in event organizing, consulting and education.



We believe in education, for all, in all its forms and in a style adapted to each person, because learning is always a way to blossom. Present in France since 1972, we focus our efforts on higher education, English language learning, professional development, through books, technological and pedagogical solutions and associated services.

SCIENCE & VIE

Europe's leading science news magazine Science & Vie is committed to providing a clear and readable explanation of science and technology. Science & Vie investigates, enthuses about true discoveries, denounces false truths. Science & Vie offers keys to understanding the present, exploring the world and dreaming about the future.

sia partners

A pioneer of Consulting 4.0, Sia Partners is reinventing the consulting business and bringing an innovative perspective and concrete results to its clients. We have developed solutions based on Artificial Intelligence and design to increase the impact of our consulting assignments. With more than 1,800 consultants in 18 countries and expertise in more than 30 sectors and services, we support the strategy initiatives, transformation projects, IT and digital strategy and data science of our clients around the world. Through our "Consulting for Good" approach, we put our expertise at the service of our clients' CSR objectives and make sustainable development a performance lever for our clients.



Sigfox was founded by Ludovic Le Moan and Christophe Fourtet in 2010 with a vision to connect every object in our physical world to the digital universe. The two French Founders built a global network dedicated to the Internet of Things based on low power, long range and small data that offers an end-to-end connectivity service. Now present in more than 70 countries, Sigfox is the first player to build the largest IoT ecosystem in the world, from big manufacturers to hundreds of startups and device-makers on four continents.



TMA World specializes in enabling global businesses to thrive in a highly connected world, with a core focus on building leadership capabilities to drive and support organizational change. Their 'Borderless Workplace' learning solutions represent the modern working era, where talent is dispersed across multiple geographies, cultures and organizational boundaries, requiring teams to enable digital technologies to perform effectively in a matrixed environment. Their Learning Solutions are designed to develop the skills and mindset required to prosper in this new era, in-turn supporting organizations that are operating in challenging times, either through some form of organizational change, globalization strategy, digital transformation or M&A activity.



TechAgency, a specialist in data management, assists companies with the highest level of expertise in strategising, from considering business models to their operational implementation. Their approach systematically coordinates three areas: IT, Operations and Compliance. Within the GDPR's framework, these areas are essential for gaining full control over one's data and defining a company's strategy and positioning. TechAgency guides them toward a gradual IT transition to improve and protect their data assets.



The Data Touch helps clients gain competitive advantage by delivering data driven outcomes that matter for the digital world. The Data Touch also delivers distinctive data and analytics training programmes that make corporates more data-informed and individuals more marketable. Products and services offered include: producing machine learning prototypes to help predict business outcomes, leading key data initiatives around online consumer behaviour and online performance, creating a data driven culture across organisations.



The Human Company™ is a global boutique consulting firm. We help leaders and their organizations Thrive in Disruption™. Our methodology enables executives to embrace a key untapped human potential - intuitive intelligence - necessary to lead change in uncertain environments. Clients include Boston Scientific, Bristol Myers Squibb, Danone, Estée Lauder, L'Oréal, Ralph Lauren, LVMH, Veolia along with innovative mid and small size companies. Our model - The Intuitive Compass® - has helped more than 150,000 executives and students on five continents and our books are available in English, French, Portuguese, and Mandarin.



Do we still need to present the iconic and 40 years young Trivial Pursuit game? Created in 1979 and released in 1982, Trivial Pursuit game has passed through generations of players and has been sold 100 million times across the world (in more than 30 countries). Through a series of courses covering the iconic themes of the game, Hasbro, the Trivial Pursuit game and Coopacademy share a common vision of learning : providing access to general knowledge - a soft skill, invaluable in a meeting or during a work lunch - in a fun, engaging, entertaining way. TRIVIAL PURSUIT, the associated logo, the distinctive design of the game board, trivia cards, game tokens, and scoring wedges are trademarks of Hasbro and are used with permission. © 1981, 2020 Hasbro. All Rights Reserved. Licensed by Hasbro.

Usbek & Rica

The French quarterly magazine *Usbek & Rica* created in 2010 by Jérôme Ruskin, explores the future. Is technological progress always synonymous with human progress? How to remain human in the ultra-technological world of the tomorrow. By playing on the great astonishment of the characters from *Persian Letters* by Montesquieu, from which its title is directly drawn, *Usbek & Rica* examines the fastest and most dizzying changes in human history.



Learning is often designed to fill learners with facts and information. This is great if you want to increase their understanding of a subject, but what if you actually need to change their behaviour? Simply put, video allows complex ideas about human behaviour to be put across in a short space of time. And Video Arts gets the message across in a way that your learners won't forget. Since the company was founded in 1972 by John Cleese, our learning content has become famous for stimulating, engaging and entertaining people, triggering them to think, feel and do things differently.



Since 2012, quarterly review *We Demain*, with its website wedemain.fr, keeps a keen eye on the technological, economic, medical, artistic, energy and food innovations that are reinventing the world.



Webedia Learning is the "digital native" training body for the Webedia Group (AlloCiné, 750g, Easyvoyages, etc.). Our mission is to instill the digital culture in companies and heighten employees' skills, while ensuring they use the digital environment as an ally in their daily lives. Our approach to training stems directly from our core identity: to maximise learners' commitment to the training while capitalising on our knowledge of the ins and outs of the Web!



Wolters Kluwer France is widely known and reputed in France thanks to its Lamy and Liaisons Sociales publications. Experts specialising in law, tax legislation, finance, accounting, risk management, compliance, healthcare, and how these are applied in business guide and support 100,000 professional clients in their strategic and everyday decision-making processes. They provide online and print law publications, management software for law firms, talks and training sessions, as well as a legal formality and notice service. This training was developed by teams specialising in three areas of expertise: Compliance, Digital Risks, and Corporate Risk Management.



WoMen'Up is the first 100% mixed-gender association created by young people. For five years, we have been building bridges between companies, students and young employees to develop gender diversity, the place of Generation Y and entrepreneurship. In 2016, WoMen'Up brought out a webzine offering its readers fresh, young and committed editorial content. In a society where the media relegates the voice of the young to second place, our ambition is to make WoMen'Up the first platform allowing young generations to share their views.



Yogist – Well at Work is the first-ever "corporate yoga" start-up. It was founded in 2015 by Anne-Charlotte Vuccino, a former strategy consultant and graduate of HEC Paris business school. The Yogist® method was developed specifically for the workplace. It was designed in collaboration with osteopaths and physiotherapists specialising in occupational health. The method was developed with the needs and attitudes of employees in mind. The exercises can be done using just a chair, there's no need to get changed, no need for equipment, and you won't sweat. It helps improve performance and well-being at work by raising awareness of health issues and teaching people how to prevent and manage them in an innovative way. Yogist – Well at Work offers on-site courses, e-learning, training within a business itself and management coaching.