

INVENT INSPIRE INTEGRATE & GUIDE RENEWAL



BE ONE - ACT !

Leading Sustainable Strategies & Paragon Communication

OUR GLOBAL LEADING COMMUNICATION AGENCY



B1 - AKT : LEADING STRATEGIES & PARAGON COMMUNICATION
DILIGENT POLITICAL ADVICE

BE COM : INNOVATION COMMUNICATION LAB
EVOLUTIONNARY GLOBAL & AGILE COMMUNICATION SOLUTIONS

AKT AS-1 : INTERCULTURAL INSTITUTE OF MANAGEMENT & LANGUAGES TRAININGS
TRANSLATING AND INTERPRETATING CULTURE

PRESENTATION **Yannick Le Guern**



- **CEO B1-AKT** / Holistic Communication & Sustainable Strategies
- Sciences of **Management and Sociology** of organizations Ph.D
- **Professor** - Researcher in entrepreneurship HEC-ESCP
- Co-Thinker and designer of Innovative pedagogical programs : Executive Master in entrepreneurship – Novancia – ESSCA - HEC
- Co-director of Paris CCIP **Incubator**
- **Political & High Leading Technical Adviser** – Ministerial Cabinets
- Counselor of leaders in “**Strategy and Communication**”
- Expert in **Global complex project management running**
- **Evolutionary** trend setter – “Widoobiz”
- **Media** networks aggregator



PRESENTATION **Laura Petrache**



- Co-founder **AKT AS-1**
- **Etymology** and Letters Doctorate / Educational Engineering.
- **UCLA** Department of Linguistic Language acquisition **LAB**
- Sworn **translator-interpreter**. Ministries / Institutions / Consortiums
- **Professor** in compared linguistics (12 languages)
- Expert in **Text mining** (TAL), lexical-syntactic Extraction and Qualification, speech construction
- Semantics of **international & intercultural brand communication**
- **Specialist Motto Design / Design Thinking** / Company Spirit (Coca Cola, DKNY)
- **Diligent Political Adviser for political Campaigns**
- **Political & High Leading Technical Adviser intra structures**



CORE STRENGTHS



- Strategy & Change Management / Tactical Planning
- Motto Design & Company Spirit
- Archetype Communications
- Global complex project management running
- Communications Management
- Corporate Branding
- Public Relations / Media Spokesperson
- Writing / Editing / Translating / Interpreting
- Business Targeting
- Resource Allocation
- Diligent Political Advising



QUALIFICATIONS SUMMARY



- High-caliber Communications Executive with over 15 years of multinational experience in public and private sectors.
- Provide effective communication strategies, advice, and support to Chief Executives, Board of Directors and Government Ministers.
- Extremely adept in business transformation and change, restructures, brand change, regulatory programs, and new markets.
- Strong performance in the development and delivery of corporate communications training programs to diverse audiences..
- Excellent experience in personnel training, team building and leadership



EXPERTISE: KEY WORDS



- Government, Media, **Paragon Communications**, and Strategy Specialists.
- Achievement-driven Communications/Public Relations Executive with outstanding qualifications in all phases of corporate and government communications.
- Skillful developer of strategic communications programs that continually surpass expectations. In-depth program management experience from conception to implementation through team development and leadership skills.
- At ease with budget limitations, deadlines, and high pressure situations. Strong ability to influence thinking, forge strategic alliances, and build consensus. Available for travel and relocation.
- Uniquely Qualified For... Top Senior Management Leadership Positions
- With organizations that need to ignite communications programs
- **LIFE** (Lighting Ignition Future Evolutive) communication solutions.



LABS & CLUSTER



INNOVATION COMMUNICATION LAB

BE COM

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EVOLUTIONNARY **GLOBAL & AGILE** COMMUNICATION

BE COM LABS INSIGHTS



START//CONNECT//BUILD//INSPIRE

- We wake up every morning thinking about how to create a more robust and dynamic entrepreneurial ecosystem.

MISSION

- To increase the viability of startups in our area by connecting entrepreneurs with expertise, resources and community.

VALUES

- We believe creativity drives innovation, innovation drives entrepreneurship, and entrepreneurship drives sustained economic growth.



8 LAB INTERACTING in a CLUSTER:

- Project Management LAB
- Innovation & Creativity LAB
- Agile & Digital communication LAB
- Think tank LAB
- Political Action, Sustainable & Societale LAB
- Global Citizenship LAB
- Be Com Strategy LAB
- In Media LAB

INNOVATION KEYS



AGILE INNOVATION: “THE REVOLUTIONARY APPROACH TO ACCELERATE SUCCESS, INSPIRE ENGAGEMENT, AND IGNITE CREATIVITY”

- Motto Design / Company Spirit & Culture
- Renewal Design Thinking
- Communication Strategy
- Creative & Innovative Methods
- Values & Key Tendancies
- International & Intercultural Communication
- Translate & interpretate new ways of communication

CREATING THE FUTURE TOGETHER



WE DESIGN THE FUTURE TOGETHER

We're in the ideas business /

We're in the creativity business.

We're in the strategy business /

We're in the collaboration business.

We're in the complexity business/

We're in the solutions business.

We're in the learning business /

We're in the knowledge business.

We're in the political diligency advise/

We're into building tomorrow society projects

WE'RE IN THE CREATING THE FUTURE BUSINESS

MOTTO & SPIRIT



ONE TEAM BUILDING UNITY, COMMITED TO EXCELLENCE

- **OUR ORIGINALITY:** Create an identifying society sense.
- **OUR PLUS:** Give universal and symbolical identity corresponding to a common spirit and culture.
- **OUR CULTURE:** Supply universal sense to society's needs and values.
- **OUR INSPIRATION:** Your Company's spirit and culture.



STRATEGICAL COMMUNICATION TOOLS FOR THE FOLLOWING FIELDS :

- INTERCULTURAL COMMUNICATION
- MEDIA
- POLITICAL ENTREPRENEURSHIP
- GLOBAL CITIZENSHIP
- ACTION IDEA
- MANAGEMENT
- DESIGN THINKING

SERVICES



OUR SERVICES

- As a leading provider of direct marketing, management, design, political advice, innovation and agile communication skills, we take pride in offering the best targeted solutions in our field.
- Our business is dedicated and passionate.
- We are committed to deliver excellence in everything we do.
- We know that the only way we can become a successful business is by making you happy.

OUR TAILORED LAB PROGRAMS



- Motto design and company spirit Programs
- Political Diligency Advice Programs
- Targeting strategy Programs
- Open communication skills Programs
- Agile Communication Programs
- LIFE solutions Programs
- Branding Innovation Programs
- Leading Management Project LAB
- Innovation & creativity LAB
- Agile & digital communication LAB
- Think tank LAB
- Political and public action, social innovation LAB

OUR INNOVATION



We define **innovation** as a **social, collaborative process** involving artists, scientists, humanists and industry professionals working **together** on new **problems and opportunities** raised by **technological and cultural change**. Our mission is to foster real-world innovation at the dynamic intersection of media and culture.

WHAT OUR BUSINESS OFFERS

By mixing **leading** domain **experts**, thought leaders, scholars and practitioners with sponsors and research partners from some of the world's most innovative global companies, foundations, and public sector entities. The BE COM. Innovation Lab has pioneered breakthroughs in multiple areas, including big data social sentiment analytics and the use of **transmedia** techniques in **branding, ideation, social curation and storytelling, management, strategy and political advice**.

PARAGON: “A MODEL OF EXCELLENCE AND PERFECTION”



CONNECT WITH THE INNOVATION IN OUR LAB

- We provide everything an entrepreneur needs in one place to advance their idea. We know what entrepreneurs need and how fast they need it. **Let's make a connection.**
- We have ability to discriminate and apply our resources in areas in which we excel. This will ensure your daily and ongoing service needs are promptly and professionally addressed. By maintaining our business focus, **we will grow with you, and bring you responsive, cost-effective and value-added services.**
- **Workshops & Training**
- We run every workshop as an **agile project**, where you are the product owner. Add on the training modules your team needs most for a fully customized learning experience.

BROWN BAG MODULES



BROWN BAG MODULES

- Active Listening
- Agile 101
- Backlog Grooming
- Business Case for Agile
- Business Value Estimation
- Coaching Dojo
- Estimation (Story Sizing)
- Experiencing Agility
- Pair Programming TDD Demo
- Paper Prototyping
- Retrospective Games
- Retrospectives
- Story Mapping
- Tapping Group Wisdom
- Tasking
- Theory of Constraints
- Us vs. Them
- User Personas

BROWN BAG SESSIONS

The best way to get to know us is to **see us in action**. Many of our training modules can be delivered on site as **two hour** "brown bag" sessions. Below you'll find a list of the training modules that we consider best suited for brown bag presentations.

OUR STYLE-TAGS



- Certified ScrumMaster
- Certified Scrum Product Owner
- The Elements of Scrum Workshop
- Experience Scrum!
- Test Driven Development
- Advanced Scrum Master Skills
- Mastering Agile Requirements
- Agile Project Management
- Bootstrapping Your Scrum Team
- Creating Agile Learning Games
- Custom Training, Coaching and Facilitation
- Brown Bag Sessions
- Training Modules
- Creating Agile Learning Games