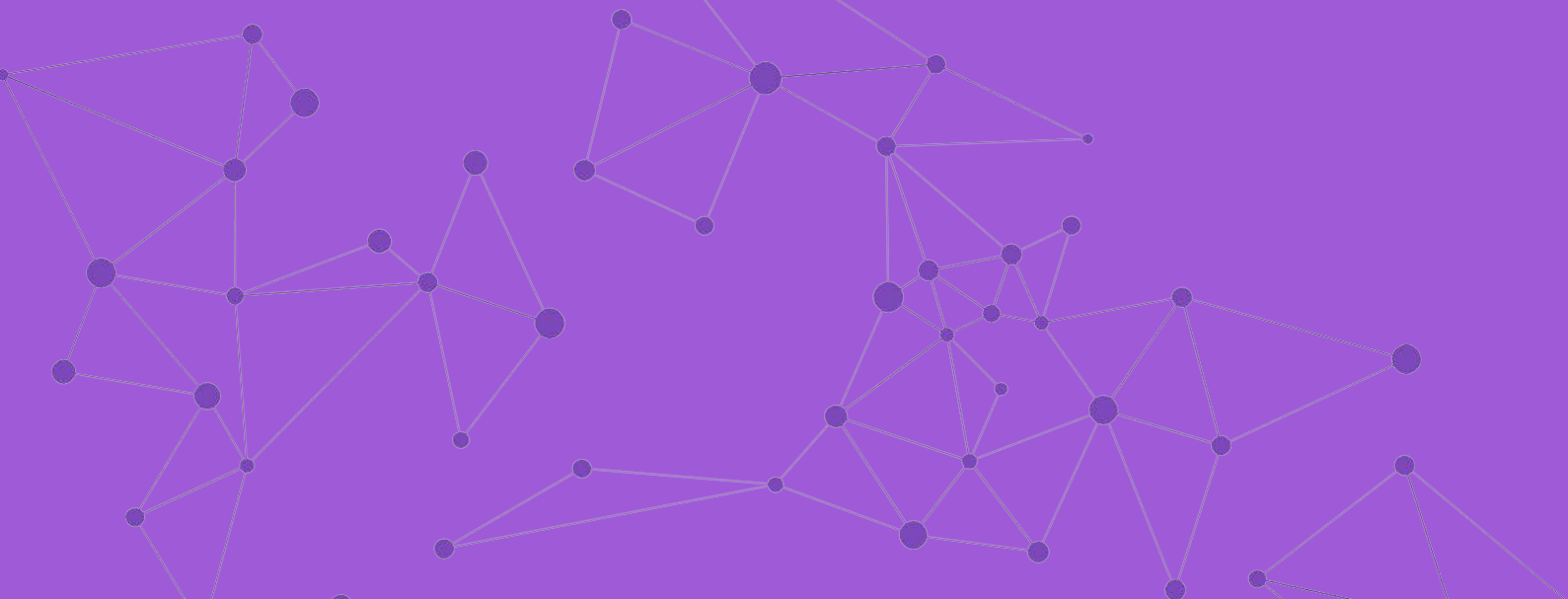


BE COM LAB  
INNOVATIVE LABS

BE COM LAB  
BUSINESS CREATIVE LABS

# DESIGN TO INNOVATE AND INNOVATE TO TRANSFORM



# BE-COM LABS

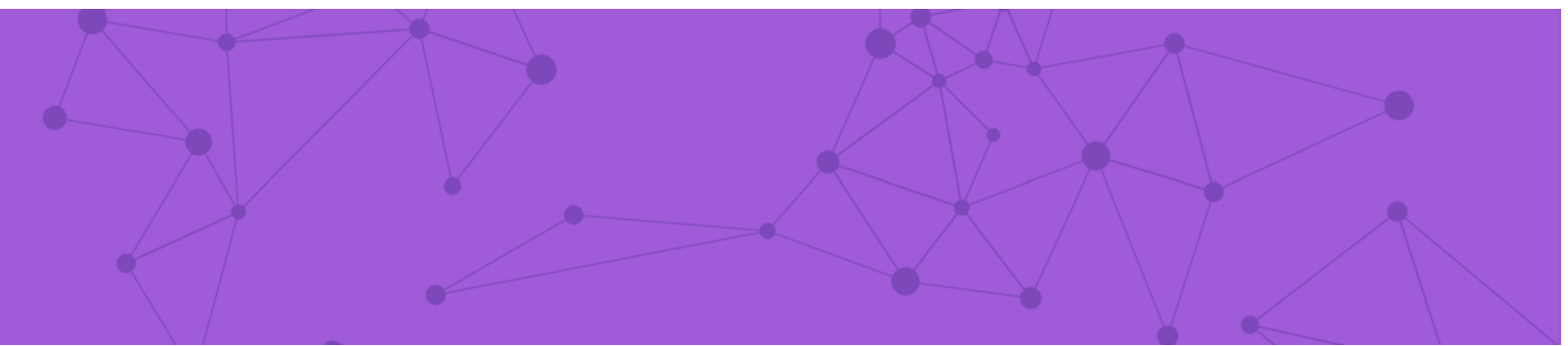
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# BUSINESS CREATIVE LABS

## MANAGEMENT IMPACT AND SUSTAINABLE STRATEGY IDEA LAB

### Testing

We encourage individuals to test assumptions about others and themselves, for example by adopting alternative styles in decision-making, problem-solving and leadership. At the organisational level, the learning experience should provide the challenge for executives to question the assumptions underpinning their decisions and business strategies – more than just questioning the methods they use to maintain the current plans.

### Forming new structures

Organisational and individual development is often based on shaking and re-forming organisational structures, networks and partnerships. We encourage cross-discipline collaboration process and diversity as a business objective in itself (new networks lead to new ideas and actions).

### Transformation

Laboratory-based discoveries became famous due to real-life problems that they solved. Equally, experiments are not planned in a vacuum – they take account of existing data, past successes and failures. This informs how we approach the design of our programmes and underpins the value we seek to give.



## **Awareness & Physicality**

You can touch, see and smell. There is a 'physicality' about human learning and the self-awareness of physical state (e.g. level of stressor or joy) plays in one's growth and development. We pay close attention to this in the environment we use for learning and we incorporate awareness of physical state into learning.

## **The "Push" Managing versus Leadership**

Most project managers I come across are managing the project, not leading it. This means that they are very rational and task-oriented. They focus on events and processes such as calculating effort, estimating duration, allocating resources, reporting progress, etc. And the way in which they manage the team is one based on authority, to the tune of: "As the project manager I have authority over my team members. They should do as I tell them because that's what they get paid for." This is a "push" approach. Managers generally tell people what to do.

## **The Leadership "Pull"**

Leadership, on the other hand, is quite different, mainly because it's more people focused. Leaders don't typically tell people what to do. Instead, leaders motivate team members by appealing to them at an individual level and by inspiring them to contribute to the overall vision. We call this a "pull" approach. Leaders understand what it is that makes each person tick and can show individuals how their strengths fit into the bigger picture. Leaders are more visionary and inspirational, and not so focused on being skill-centric.



## **ENTERPRISE LEADERSHIP LAB**

### **Manage your organization's talent**

We help you develop your talent to drive value creation and improve competitiveness. Partner with us to build and sustain the systems, practices and processes that contribute to ongoing commitment, involvement and accountability.

Prepare your leaders for senior roles and develop succession planning. We work with you to ready your talent for end-to-end business accountability. We broaden your talent's capabilities; change the way they think to ignite innovative solutions to timeworn problems; and increase their understanding of how all functions relate so they can act decisively from an enterprise perspective.

We prepare your leaders to excel in cross-functional business areas, including strategy, leadership, and more. As a result, you'll build a robust pipeline of managers and leaders with enterprise perspective.

### **Outcomes:**

- Build a high-performance team and foster team-based, collaborative cultures.
- Create a culture of high performance based on collaboration, and build teams that can thrive in challenging conditions and rapid change.
- Foster the strengths and address the challenges of female leaders.
- Your leaders will examine issues beyond moving up the ladder of corporate hierarchy and hone their skills as highly effective, visionary leaders.



## **LEADERSHIP LAB**

Together, we develop your leadership vision, identify gaps, create a growth plan, and work towards its actualization. Your growth will lead to happier, more productive, employees and greater profit.

Specialising in design and implementation of leadership development programmes that stimulate organisational change, personal growth and are incubators of innovative collective action.

- weaving together personal and organisational change
- enabling collaboration across diverse communities and sectors
- provoking organisational transformation
- creating learning architecture to allow leaders to experiment and grow

## **“LEADERSHIP AND INNOVATION” LAB**

It is designed for corporate leaders responsible for strategy, marketing, sales or innovation, as well as senior executives and managers who want to integrate cutting-edge creative practices into their business processes and corporate structures.

### **Personal Benefits**

- Acquire through practical application a set of proven tools to promote and execute innovation in your team: capturing insights, critical and creative thinking, ideation, prototyping, business model design.
- Develop skills for innovating in business models: from value creation to value capture and growth.
- Acquire skills to better lead unique and winning projects.
- Understand how to gain deeper customer understanding and improve your skills to interact with customers.
- Learn how to quantify a value proposition, develop the key selling arguments, and deliver an effective sales pitch.



## **HIGH POTENTIAL LAB**

Successful leaders understand part of their job is identifying, managing and developing high-potential employees. This means taking time to focus on the employees that show particular talent, dedication and leadership skills and helping them grow. By doing this, you can help ensure your organization's success in the short and long term.

But if you squander these employees' potential, chances are they will find new jobs and take their talents with them, leaving your company scrambling to fill the voids left behind. B1-AKT helps you learn how to make the most of your company's high-potential employees.

B1-AKT's **Design thinking Lab** is a comprehensive approach to solutions, which stimulates creativity in working groups of participants from different areas. It is an innovating process, which allows the development of new solutions for any given problem. Concepts are created and then revised in various cycles and tested using prototypes. The focus is on users' needs in order to ensure that the final result is tailored to users. This holistic approach with creative solutions enables companies to develop innovations.

### **Content**

- Strategic Management & Leadership/Insights
- Contribute to strategic development
- Strategic performance management
- Behavioral Attitudes & Postures Organisational
- Direction and Processes
- A culture of sustainability : Sustainable Development Strategy
- Lean Management & Agility

### **On demand it can include Personal training:**

- Being a leader/ Strategic leadership practices & culture / Leadership Pull
- Strategic leadership practices/Managing Teams Dynamics
- Meeting stakeholders and equality needs/Developing individuals and needs
- Decision making
- Personal development as a strategic leader/ Collective strategy development



## DESIGN THINKING BASED LABS

### **Creativity for business**

Creativity is a skill you can develop with practice, and a process you can manage. Creativity Labs for business will help you crack the creativity code and succeed at innovation.

Today, as organizations increasingly struggle to find new approaches to pervasive challenges, design thinking can unearth a wide range of new options. Long practiced by designers and architects, the design thinking methodology is increasingly used by problem solvers in fields as diverse as healthcare, sustainability, education, urban planning, new product and service development, and economic development.

### **A ten step framework for creativity and innovation, based on classic creative problem-solving and design-thinking**

Using a 10-step design process and a 3-step vision creation and communication process, you'll experience the design process that will expand your thinking and help you and your teams create more powerful solutions. You'll understand the vital importance of the psychology behind how people interact with technology, how to manage creativity, and how to assess the effectiveness of your solutions.

By the end of our Labs, you will have learned through experience the mindsets and basic tools for each stage of the design thinking process:

Empathize: understanding the needs of those you are designing for.

Define: framing problems as opportunities for creative solutions.

Ideate: generating a range of possible solutions.

Prototype: communicating the core elements of solutions to others.

Test: learning what works and doesn't work to improve solutions.





**You will:**

- Develop the mindset, skill-sets, and tool sets of highly creative people in business, arts and science.
- Discover your natural capacity for creativity through a range of hands-on activities that will appeal to both sides of your brain.
- Explore some of the thinking strategies of innovators in business, art and science, and how you can apply these strategies to your everyday work.
- Develop your skills in idea-generation, problem solving, collaboration and creativity. Learn creative techniques you can apply immediately to your work, to help you innovate more effectively.
- Experiment with ideation tools that supersede traditional brainstorming in a fun, inspiring action-filled environment.
- Create a culture that fosters creativity and innovation



## “POWER AND INFLUENCE” LAB

Identify your communication style and receive pointers on how to communicate best with others for better results. Identify your personal brand equity (your reputational power) and assess your impact & influence skills

### Power and Influence Competencies

- Examine 7 laws of influence, and factors which foster power in organizations
- Discuss the pros and cons influencing strategies
- Identify high performance behaviours for persuading, convincing or influencing others
- Ideas for developing on-the-job leadership competencies in yourself and others
- Develop and grow relationships within your organization and network
- Establish or regain credibility so you can begin to influence people
- Effectively use your power base to persuade others
- Develop and grow relationships within your organization and beyond
- Create a collaborative work environment for faster, better results
- Successfully sell your ideas and implement change
- Adapt your style to the person or situation you're dealing with
- How to pitch your ideas and get buy-in
- Adapt your style to the person or situation you're dealing with.
- Learn key strategies for effectively influencing upper management, and co-workers
- What to do when your idea gets shot down
- How to gain commitment from boss and co-workers



**Outcomes:**

- Develop your ability to flex your communication styles, depending on your audience, and learn to connect, not just communicate
- Tactics to help you build your personal brand/currency and ability to influence others
- Develop competencies for influencing co-workers, clients, and senior management
- Create an action plan to cultivate your overall effectiveness as an influencer
- Develop on-the-job leadership competencies in yourself and others
- Identify specific challenges facing your group and explore how these might be resolved via influencing for impact
- Learn how to get buy-in for your idea

## **“INFLUENCE TO GET RESULTS” LAB**

The success of your project and the course of your career depend on your ability to influence people to get things done. This highly interactive Lab will give you a framework and strategies for developing your powers of influence and persuasion without manipulation or coercion.

Discover your influence style, your power sources, how to build social capital and how to communicate value, to win people over to new ideas. Learn how to exercise the power and influence you need to get things done through others when your responsibilities exceed your formal authority.

This Lab is designed for emerging leaders who want to advance their careers and who aspire to positions of broader scope and impact.



## “GAIN A GLOBAL MINDSET” LAB

Your leaders will broaden their perspective to include a worldwide view, including emerging economies, understanding diverse markets and thriving in the global economic landscape.

### **Outcomes:**

Create and manage a strong global organization. Gain efficiencies in practices and processes, to create a common point of view and a common culture, and to break down silos.

## “STRATEGY” LAB: DEVELOP A STRATEGIC MINDSET.

Become more sophisticated in exercising strategic judgment for your team and organization.

Ask the right questions, use appropriate frameworks and jump from “analysis paralysis” to action.

Execute strategies.

Develop your leaders’ capabilities to operate from an enterprise perspective, lead change, and help them determine ways to enable fast execution of the new strategy.

### **Outcomes:**

Your leaders will learn essential terminology, concepts and applications.

They will be able to analyze and interpret commonly information in making business decisions and work more effectively with key stakeholders.



## “GROWTH AND INNOVATION” LAB

**Grow your business organically or through mergers and acquisitions.**

Help leaders successfully address thorny business problems, the impact of which are intensified by the complexity and uncertainty of the global market place.

They will learn that growth results from experimenting and learning from both successes and failures.

Your leaders will learn to operate in traditional structures of efficiency and profitability, overcoming structural constraints and organizational inertia to generate dramatic growth.

Create an innovative culture and find new approaches to timeworn problems.

## BE COM – INNOVATIVE COMMUNICATION SOLUTIONS

We deliver distinguished, striking, notable, outstanding and astonishing sustainability communications. Design, messaging, branding, design thinking, training, strategy and action. We deliver creativity and strategy to make positive change on sustainability. Ideas, strategy, design, messaging, branding, training, coaching and action. The whole package you need to create change.

**Our communication is an evolutionary, agile, global leading one.**

## MEDIA LAB

**Concept:** We work with you to discover and refine messages, define channels to communicate culture and identify areas of weakness within existing online channels.

**We bring to bear high level ideas in innovative concepts.**



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# INSTITUTIONAL LEADING LABS

## TRANSITION DESIGN LAB

Problems of **sustainability** have political, social, economic and ecological elements that make them difficult to solve. **Transition design** is an approach that takes practice steps that get you to a **future goal** that may be decades away. It requires prioritizing designs that are **strategic** as opposed to designs that solve current problems.

Transition Design acknowledges that we are living in '**transitional times**'. It takes as its central premise the need for societal transitions to more sustainable futures and argues that design has a key role to play in these transitions. It applies an **understanding of the interconnectedness of social, economic, political and natural systems** to address problems at all levels of spatiotemporal scale in ways that improve quality of life.

Implementing our Lab will permit you design approaches informed by new and different value sets and knowledge, find 'emergent possibilities' within problem contexts, as opposed to imposing pre-planned and fully resolved solutions upon a situation.

### **Transition Design Lab will also permit you to**

- develop powerful narratives and visions of the future or the 'not yet'
- amplify and connect grassroots efforts undertaken by local communities and organizations, as service design or social innovation solutions can be steps within long-term transition solutions.
- work in transdisciplinary teams to design new, innovative and place-based solutions rooted in and guided by transition visions

Although we consider Transition Design to be a distinctive way of designing, it is complementary to other design approaches such as design for service and design for social innovation. Transition Design requires a commitment to ongoing learning and personal change as well as the tenacity to change a system through multiple, iterative interventions over time.





## **INSTITUTE FOR GOVERNMENT LAB**

We are creating Effective Ministerial Teams and we help make government more effective.

We carry out research, look into the big governance challenges of the day and find ways to help government improve, re-think and sometimes see things differently.

We offer unique insights and advice from experienced people who know what it's like to be inside government and we provide inspirational learning and development for very senior policy makers.

We do this through labs, seminars, workshops, talks or interesting connections that invigorate and provide fresh ideas.

We are placed where senior members of all parties and the Civil Service can discuss the challenges of making government work, and where they can seek and exchange practical insights from the leading thinkers, practitioners, public servants, academics and opinion formers.

## **POLITICAL LAB**

We explore how new media and psychological processes each shape political attitudes, public opinion, and political behaviors.

We also examine issues in the measurement of public opinion including techniques for reducing measurement error and improving survey design. Other areas include the formation and consequences of political misperceptions, how citizens engage political information in social media, and the role of emotions in politics.



## **OPEN GOVERNMENT / GOVERNANCE LAB**

Open Government Lab plays a convening role to engage practitioners from around the world and initiates a dialogue in order to identify case studies and pilots, assess impact and inspire greater innovation across political, government and civil society actors. We develop recommendations on how to use political sustainable solutions.

We explore when and under what circumstances engagement can result in politics that are both more legitimate and effective.

## **UNESCO'S ACADEMY FOR YOUNG WOMEN**

The PR and Organizational Communication Lab within UNESCO's Academy of Young Women, designed by experts Laura Petrache and Yannick Le Guern, founders of B1 – AKT – Leading Sustainable Strategies & Paragon Communication, presented successful communication strategies, promising interventions as well as emerging research that can potentially be applied in global settings, in relation to preventing types of violence against women.

### **The discussions focused on:**

- What are the specific postures, behaviors, tips in order to communicate, conduct projects and become a global sustainable leader when you are a woman?
- What are today's generational issues and expectations for X, Y, Z and Millennials?
- What are levers through which to act as leading communicators?
- How can youth participation channels become accessible to all?
- Fostering inclusiveness of European youth participation
- How can we become Global Sustainable Leaders?
- How can we build sustainable communities?
- How can we act as global citizens and have global mindset?
- How can we build and use power bases effectively
- Foster creativity and manage change
- Social entrepreneurship consciousness
- European communication channels, developing and reaching audiences
- Establishing positive communication with diverse group of stakeholders



BE COM LAB  
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COMMUNITY EMPOWERMENT LABS

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# COMMUNITY EMPOWERMENT LABS

## MIGRANT INTEGRATION LAB – A GLOBAL DEVICE FOR SUSTAINABLE INTEGRATION

**First European Network for Migrant & Refugees Entrepreneurship**  
Migration is a **chance for our societies to reach their full potential.**

Our initiative, Migrant Integration Lab creates the best conditions for people who arrive in Europe to be innovating **entrepreneurs, change makers** or **artists** in a position to **act** and **create value** and to be a source of **innovation** for host societies.

We **empower migrants** and **facilitate integration** by acquisition and/or development of skills. We enhance **capacity-building** for migrants by means of training and labs.

We develop **work insertion** and help **elaborate livelihood, entrepreneurial, cultural** projects. We develop **Sustainable learning** and **Sustainable Communities**, as well as **Gender Equality**.

Our Labs are based on **transnational frameworks** that are giving policymakers a new lens with which to **develop innovative public programs, and public-private partnerships across borders**. And because of the economic implications of transnationalism, it provides opportunities for businesses, social entrepreneurs, and governments.

<http://migrantintegrationlab.strikingly.com/>



## **HOLONOMIC LAB**

### **Business when people and planet matter**

Holonomics approach is our expanded interpretation of sustainability, which we define as the quality of our relationships.

This is much wider than more typical definitions of sustainability, because it allows businesses to understand how they can better prepare for the volatile, uncertain, complex and ambiguous reality we now live in.

When the leaders of an organisation fully sign up to this way of understanding sustainability, they are then able to transform their businesses through the redesign and rethinking of one of the most fundamental relationships they have, that which exists between a company and its customers.

## **COMMUNITY LAB**

The mix of startups, SMEs and established companies create a thriving community - one that supports and engages businesses of any size.

Our aim is to bring like-minded members together.

## **STUDY LAB**

Across the country, students, parents and educators are fighting for high quality public schools. Study Lab, both an interactive installation and a student-led project, brings a design approach to supporting education and re-imagining schools.



## BE COM LAB INNOVATIVE LABS

### YOUTH AND WILD LAB

Public social interventions that youth are designing with a partner Studio to address social violence. We are using symbols with cultural relevancy to youth. This Lab can be adapted for many urban settings and scales.

### SOCIAL CREATIVES LAB

Design social interventions and creative actions. This Lab can be brought to conferences and other convenings.

### COMMON GOOD LAB

Allows community residents to experience a not-yet existing public infrastructure that could make their daily lives more vibrant, affordable and healthy.

### CITIZENSHIP LAB

Citizenship Lab is promoting innovation and employment through several different actions:

- Dynamise the flourishing entrepreneurship in the region, supporting the startups of innovative enterprises;
- Create the suitable conditions to attract new enterprises, services and industrial processes;
- Stimulate business cooperation;
- Support the development of professional skills;
- Stimulate partnerships between the industry and the institutions in possession of funds for business modernization.

