



B1-AKT'S FOUNDERS WORDS

WELCOME TO OUR IMPACT REPORT | FOUNDERS' WORDS: "THE FUTURE OF TRANSFORMATION WILL BE TECHNOLOGICAL. ITS SUCCESS WILL REMAIN DEEPLY HUMAN". A shared perspective from B1-AKT founders Laura Petrache and Yannick Le Guern.

We are entering a period in which organizations are being asked to transform faster than ever while continuing to create meaning, trust and belonging. Artificial intelligence is accelerating that shift. But AI readiness is not simply access to technology: it requires **leadership, skills, culture, communication, ethical judgment, experimentation and the capacity to learn collectively**. For B1-AKT, the question is no longer whether organizations will transform, but how they will transform - and how people can remain authors of that transformation.

YANNICK LE GUERN- Strategy, Organizational Sociology & Complex Transformation

"Transformation is not the mechanical consequence of a strategy, a new operating model or a technological breakthrough. It is a **systemic process that reshapes structures**, governance, relationships and the capacity for **collective action**. Organizational sociology reminds us that organizations are living systems of actors, interdependencies and informal dynamics. **Sustainable transformation** therefore requires coherence between strategic ambition and organizational reality — **aligning governance, leadership, culture and collective intelligence**.

As artificial intelligence accelerates change, this capacity becomes even more decisive. Technology can augment analysis and action, but **transformation remains fundamentally human**: it depends on our ability to **mobilize people, align stakeholders and translate strategic ambition into collective action**."

LAURA PETRACHE-Strategic Communication, Innovation & Human Transformation

"Transformation begins with our capacity to change the way we **perceive, communicate and create meaning**. Communication does not simply accompany transformation; it is one of the systems through which **transformation becomes intelligible, shared and actionable**. In complex, **intercultural and cognitively diverse organizations**, innovation emerges from our ability to connect perspectives, disciplines, cultures and ways of thinking. Diversity becomes transformative when it generates dialogue, **collective intelligence and new possibilities for action**.

Artificial intelligence expands this horizon. The strategic question is not only what AI can do, but how it can augment **creativity, judgment and collective intelligence**. Meaningful innovation expands human potential while remaining anchored in **purpose, responsibility and sustainable impact**."

OUR SHARED CONVINCTION



The organizations of tomorrow will not be defined by technology alone, but by their capacity to connect human intelligence, collective intelligence and new forms of technological intelligence with purpose.

Transformation becomes sustainable when people are not simply asked to adapt to change, but are given the capacity to understand it, contribute to it and shape it.

FROM IMPACT ACHIEVED TO IMPACT DESIGNED

This Impact Report reflects the transformations, relationships and learning created with our clients, partners and community between 2021 and 2026.

Across these pages, impact is not presented as a collection of activities. It emerges through **people, relationships, capabilities, knowledge, choices and collective action over time.**

The report looks back at what changed — but also forward. What have we learned? What should we carry with us? And what new capabilities will organizations need to navigate the transformations ahead?

READINESS FOR WHAT COMES NEXT

For B1-AKT, readiness is first and foremost **human and organizational**: the ability to learn, adapt, cooperate, exercise judgment and act responsibly in increasingly complex environments.

Artificial intelligence is now part of that landscape. Through **Augmented Management and AI training**, we help leaders and teams develop the capabilities to engage with AI critically and responsibly — **as an augmentation of human and collective intelligence, not a substitute for it.**

THIS REPORT IS AN INVITATION.

Look at what changed.

Learn from the people behind it.

Imagine what comes next.

Impact begins with people. The future is ours to shape.

Laura Petrache & Yannick Le Guern

Co-Founders, B1-AKT



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COMMITMENTS & QUALITY

 FRENCH FAB	 DATADOCK	 EMPLOYMENT & DISABILITY
 HUMAN RIGHTS	 QUALIOPi	 USTAINABLE DEVELOPMENT GOALS

THE PEOPLE BEHIND B1-AKT IMPACT



YANNICK LE GUERN

WE ARE ONE.



LAURA PETRACHE

BE ONE HUMANITY.

