

# #HelloMTI

4 NOV 2019



INSPIRING IDEAS AND TALENT  

---

TECHNOLOGY & INNOVATION

# MASTÈRE MTI

CONFÉRENCE MARKETING & TRANSFORMATION  
DIGITALE

PAR HUBERT KRATIOFF

4 NOV - 6 DÉC 2019

**ACT THINK IMPACT**



**GRENOBLE  
ECOLE DE  
MANAGEMENT**

TECHNOLOGY & INNOVATION

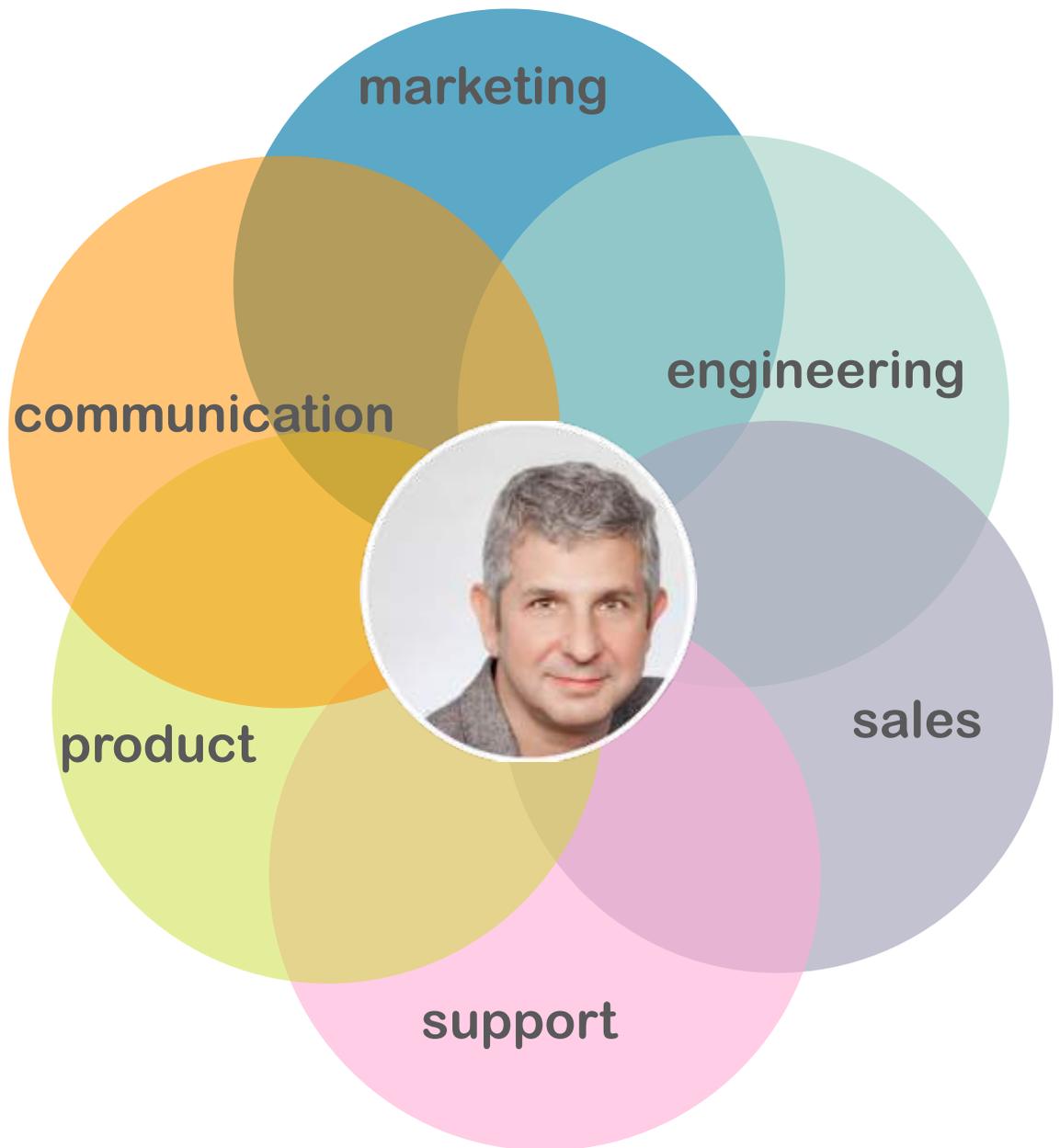
une école





# technology evangelist

hubert@kratiroff.com



# technology evangelist

full stack marketer

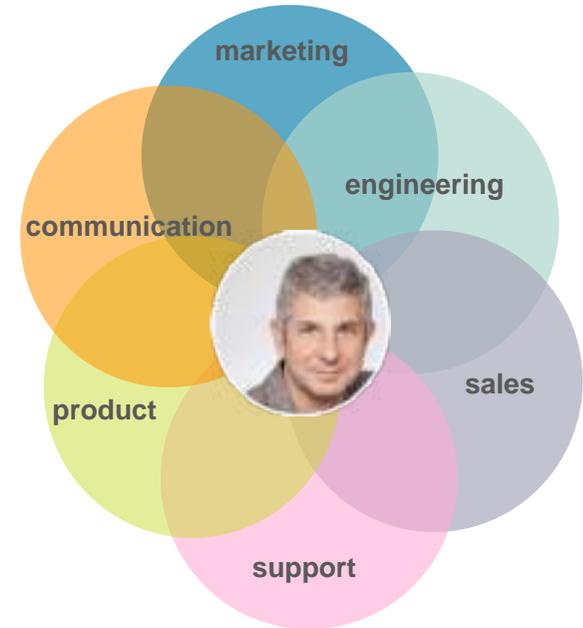
**CDDO:** chief digital/data officer

**DPO:** Data Protection Officer

expert **learn marketing, CMI, marcom**

everyday writing, coding & programming

entrepreneur / consultant



hubert@kratiroff.com



@kratiroff



linkedin.com/in/kratiroff



**IM  
PA  
CT**

UX  
EX

@kratiroff | ©2019

CX

k ∞ QI x t x At



SKX

Menu Recherche

HERMÈS PARIS

Connexion Panier



## PAPRIKA BRASIL EAU DE TOILETTE

230 ml

Paprika Brasil, c'est le pouvoir  
cristallin du paprika et du baobab de  
Madagascar, idéal pour l'été.

Étiquettes: 100 ml

Ajouter au panier



Google

pnl au dd

AI Images Videos News Maps More

About 3,030,000 results (0.45 seconds)

Tip: Search for English results only. You can specify your search language in Pr

## Au DD

Titre de PNL

### Paroles

Au DD

J'ai passé, la détaille, la pé-cou, la vi-sser, des regrets devant ton bébé  
J'sors de chez toi, j'reprends la voiture mal garée puis j'rotire ton PV  
J'recherche un billet, des affaires, des plans dans la planque, un peu trop peiné..

Source | Musmatch

**experience  
phygitale  
N°1**

# UX

toutsurlemarketing  
.com/MTI

ou sur Google  
GEM MTI digital



GRENOBLE  
ECOLE DE  
MANAGEMENT  
TECHNOLOGY & INNOVATION



## Les acronymes du marketing moderne



Toute spécialité a son jargon, en attendant un vrai langage, voici 250 acronymes - pas tous pertinents - du marketing digital... qui est le marketing de tous les jours ! Et même si vous pensez, comme Elon\* que ASO (acronyme seriously suck), sachez que TAWYG (Totally Agree With You Guys), mais c'est le langage des entreprises ! Bonne lecture (ou bonne utilisation) !  
 \* voir le film Mark & Ben Applebe en 2019 (Theirs, SpaceX, SolarCity, Bing and previously PayPal's founder)

**AAA:** Average active sessions  
**AAID:** Android Advertising Identify  
**AAARRR:** Acquisition, Activation, Retention, Referral, Revenue  
**ABC:** Always Be Closing  
**ABM:** Account Based Marketing  
**ABT:** AB testing  
**ACEE:** Association pour commerce et services en ligne (ACEE: Association De l'Economie Numérique)  
**ADX:** Ad Exchange platform  
**AdTech:** Advertising Technology (cf. MarTech)  
**ADX:** Google DoubleClick Ad Exchange platform  
**ADA:** Attention Interest Desire Action "First Purchase Funnel"  
**AMA:** Ask Me Anything  
**AMP:** Accelerated Mobile Pages de Google  
**APP:** Application (a program designed to run on mobile devices)  
**API:** Application program interface (cf. SaaS)  
**AR:** Augmented Reality (ou RA)  
**ARPU:** Average revenue per user  
**ARR:** average recurring revenue (ou revenu)  
**ASO:** App Store Optimization (cf. Search)  
**ASF:** Apache Software Foundation  
**ASP:** Application service provider AssurTech (cf. Insurtech)  
**AskaAd:** Anytime Anywhere Anydevice  
**AskaAd:** AskaAd + AnyContent  
**ATF:** Above the fold (au dessus du pl, donc visible - cf. BTF)  
**ATL:** above the line (cf. BTL & media)  
**AWD:** Adaptive web design (cf. RWD)  
**BATX:** Baidu Alibaba Tencent Xiaomi (ou. BAFA)  
**BANT:** formula: Budget, Authority, Need, Timeline (developed by IBM)  
**BAU:** Business As Usual  
**BI:** Business Intelligence  
**BMG:** Business Model Generation by Alex Osterwalder  
**BOB:** Best of Breed

**BOFU:** Bottom Of Funnel (cf. ToFu)  
**BPM:** Business Process Management  
**BR:** bounce rate (taux de rebond à une seule page ou non réception d'un email)  
**BRIC:** 3 countries competing with Trade and No 11  
**BT:** Below the fold (au dessous du pl, donc invisible - cf. ATF)  
**BTL:** below the line (cf. ATL & hors media)  
**BuG:** Business to Government  
**BuM:** Business to Retail  
**BYOD:** Bring your own device (cf. CYOD)  
**CAC:** Customer Acquisition Cost (ou cycle d'activité client entrée du parcours client)  
**CAD:** communication audiovisuelle dynamique (cf. DOOH & digital signage)  
**CCO:** Chief Customer Officer  
**CCU:** cf. UCC  
**CCV:** Carter des Changes  
**CD:** customer digital Journey  
**CCO:** Chief Digital Officer (ou Chief Data Officer)  
**CDN:** content delivery network / réseau de diffusion de contenu (AKAM)  
**CDP:** Customer Data Platform (it's more than a DMP and CRM)  
**CEM:** Customer Experience Management  
**CES:** Customer Effort Score  
**CGI:** Computer-generated imagery  
**CHO:** Chief Happiness Officer  
**CLI:** command line interface  
**CLV:** Customer Lifetime value  
**CM:** Community Manager  
**CM:** Communication Marketing intégré (SMC)  
**CMO:** Chief Marketing Officer  
**CMS:** Content management system  
**CNA:** Commission Nationale Informatique et Liberté (cf. RGPD)  
**COOC:** Corporate Open Online Course  
**COE:** Cost Of Sale

**CPA:** collective performance et acquisition  
**CPA:** Cost per action (ou acquisition)  
**CPC:** Cost per click: amount of money required to produce a single click (cf. Cost-per-Customer)  
**CPV:** Cost per completed view (CPV = Cost + Completed Views)  
**CP:** Cost per lead  
**CTR:** Cost per thousand (mille)  
**CT:** Cost-per-Transaction  
**CPV:** Cost per view (see also PPV)  
**CR:** Conversion rate  
**CRM:** Customer relationship management  
**CRO:** Conversion rate optimization  
**CSAT:** Customer Satisfaction Score  
**CSR:** Corporate social responsibility (RSE)  
**CSS:** Cascading Style Sheets  
**CTA:** Call to action  
**CSB:** Customer to Business (cf. UGC)  
**CWC:** Customer to Customer  
**CTR:** Click Through rate (number of click on an item/link)  
**CX:** Customer experience (including UX)  
**CYOD:** Choose Your Own Device (cf. BYOD)  
**DD:** cf. DOD  
**DAD:** Decentralized Autonomous Organization (holonote)  
**DD:** Data Driven Document  
**DDM:** data-driven decision management  
**DD:** data-driven strategy  
**DL:** Digital Learning  
**DM:** Direct mail or Direct message sur Twitter  
**DMCC:** Digital marketing exposition and conference (Congre, DE)  
**DMP:** Data management platform  
**DNS:** Domain name system (cf. ICANN & registrar)  
**DNVB:** Digital Native Vertical Brand  
**DOOH:** Digital Out Of Home (Digital Signage)  
**DL:** Deep Learning

## Les 150 définitions Conférence NoLimit



Toute spécialité a son jargon, voici quelques définitions utiles, regroupées par grands thèmes. Pour des questions de cohérence, certaines informations sont reprises avec un angle différent d'un thème à l'autre. La majorité des notions abordées et des définitions données sont d'un niveau très basique. L'objectif de ce document est de permettre un accès facile à ce monde digital qui peut en effrayer certains.

Les 150 définitions - Conférence NoLimit	1
1. AdTech: Advertising Technology	2
2. Agilé, design et plus	4
3. Economy & general	6
4. Juridique	8
5. KPI: Key Performance Indicator	9
6. MarTech: Marketing Technology	13
7. Research (market) & études online	14
8. Référencement (SEO/SEM)	16
9. TECHNIQUE : inside web	18
Marketing, quelques définitions	21



**Hubert Kratiroff**

CDO at C4C, MyConnecting





WeChat



Hubert Kratiroff 

France



Scan the QR code to add me on WeChat



Black Mirror  
NOSEDIVE (S03E01)  
Entire History of you (S01E03)  
Passeport Social : note de confiance  
4 millions pax CN





# Social Selling Dashboard



**Hubert Kratiroff**

CDO at C4C, MyConnecting

Top 3%

Industry SSI Rank

Top 5%

Network SSI Rank

## Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



## Weekly Social Selling Index



LinkedIn

### People in your Industry



Sales professionals in the Computer Software industry have an **average SSI of 33**. You rank in the **top 3%**.

⬆️ Up 11% since last week

### People in your Network



People in your network have an **average SSI of 42**.

You rank in the **top 5%**.

⬆️ Up 14% since last week

Think **ACT**



# NOTATION

**3 quiz individuels**

**$\frac{1}{3}$  note**

**1 colle groupe**

**$\frac{1}{3}$  note**

**2 colles individuelles**

**$\frac{1}{3}$  note**

[www.toutsurlemarketing.com/MTI](http://www.toutsurlemarketing.com/MTI)

**hubert@kratiroff.com**

**ACT THINK IMPACT**



## **NOUVELLE ÉCONOMIE**

MARKETING  
GAFA  
RÉVOLUTION  
ATTENTES



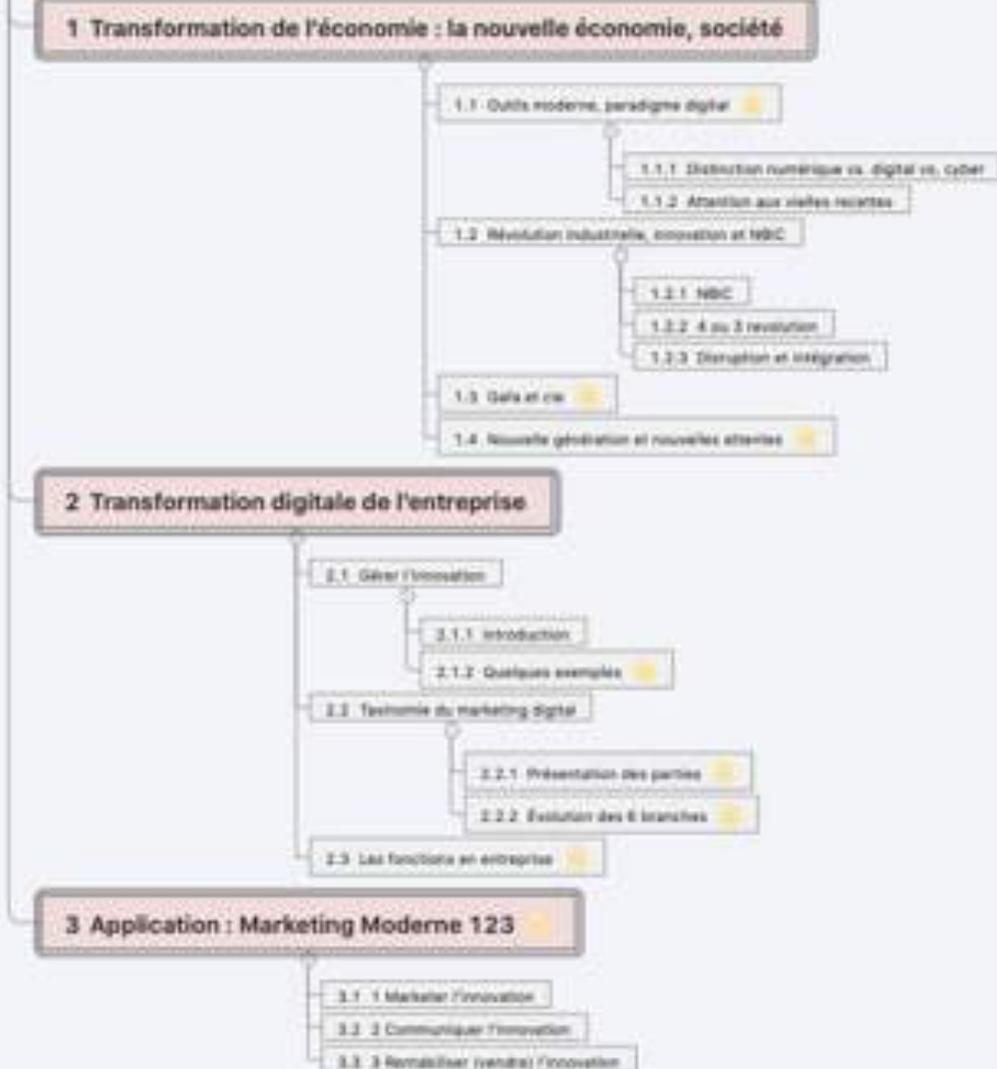
## **TRANSFORMATION DIGITALE**

INNOVATION  
MÉTHODE  
CULTURE



## **INNOVATIONS A INTÉGRER**

IA BLOCKCHAIN SAAS  
API BLUE EXPECTATION  
EXPERIENTIAL  
CONNAISSANCE



One more thing...



slido

Joining  
a m

#gem

Join



Product Use Log In Sign Up



Give a voice to  
your audience

with the ultimate Q&A and polling platform

Get started for free

watch a video Schedule a demo

The banner features a background image of a diverse group of people in a meeting setting. A man on the right is standing and speaking to a seated audience. Some audience members have their hands raised, indicating an interactive session. The overall atmosphere is professional and collaborative.

sli.do

ou

slido.com

#gem





# Les Nouvelles économies

intro

# Numérique

techno, electro, computer,  
enable companies to do things greater

# Digital

the way from finding clients to earn income  
change business model, process, objective

# Cyber

security, resilience  
... bureau des légendes



**LE BUREAU  
DES  
LEGENDES**



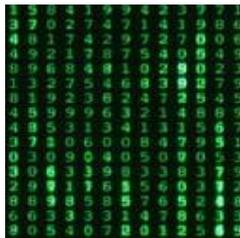
**LE BUREAU  
DES  
LEGENDES**

**Numérique**

**Digital**

**Cyber**

1



**LE BUREAU  
DES  
LEGENDES**

2



**LE BUREAU  
DES  
LEGENDES**

3



**LE BUREAU  
DES  
LEGENDES**

# **LEÇON INAUGURALE D'ÉCONOMIE NUMÉRIQUE & MARKETING MODERNE**



**COLLÈGE  
DE FRANCE**  
—1530—

# ~~Méfiez-vous des recettes des années 60~~

- 4P de Jerome McCarthy (1960)  
Produit - Prix - Promotion - Place
- 5B de Charles Kepner (1955): **BON** -  
produit prix endroit moment quantité
- SWOT de Humphrey (1970)
- CAP Caractéristique Avantage Preuve  
cognitif / conatif / affectif
- SONCAS / AIDA

WOLFE  
COURTES  
COMIC

HER.090

# Harvard Business Review

JULY-AUGUST 2014

48 Strategy  
Four Paths to Business  
Model Innovation  
Karen Sirois and Sergio Nebelina

104 The 1000 Interview  
Lenovo CEO  
Yang Yuanqing on  
the PC's Future

43 The Big Idea  
The Crisis in  
Retirement Planning  
Robert C. Merton



The New Basics of  
**MARKETING**

~~4P~~

# M3 Modern Marketing Model

1. Strategy
2. Market Orientation
3. Customer insight
4. Brand & Value
5. Segmentation Targeting
6. Positioning
7. UX / CX & content
8. Distribution
9. Promotion
10. Data and Measurement



meeting  
needs  
profitably

Philip Kotler  
(2006 12<sup>ème</sup> édition de Mkt Mgt)





**your  
happiness  
is my  
business**

*Aphorisme de Hubert Kratiroff*

“**MARKETING**  
**IS NO LONGER ABOUT**  
*the stuff you make*

**BUT ABOUT THE**  
**STORIES**  
*you tell.*”

- Seth Godin

The best marketing strategy ever :

« CARE »

*Gary Vaynerchuk*

Stop selling. Start helping

*Zig Ziglar*

“Créer de la  
valeur pour le  
client, l'écosystème  
et l'entreprise”

« Transformer la  
satisfaction des clients  
en profit pour  
l'entreprise »

*Hubert Kratiroff  
(2004 Chef de Produit)*





~~SWOT~~

**WUCCA**

+

## complexity

**Characteristics:** The situation has many interconnected parts and variables. Some information is available or can be predicted, but the volume or nature of it can be overwhelming to process.

**Example:** You are doing business in many countries, all with unique regulatory environments, tariffs, and cultural values.

**Approach:** Restructure, bring on or develop specialists, and build up resources adequate to address the complexity.

## volatility

**Characteristics:** The challenge is unexpected or unstable and may be of unknown duration, but it's not necessarily hard to understand; knowledge about it is often available.

**Example:** Prices fluctuate after a natural disaster takes a supplier off-line.

**Approach:** Build in slack and devote resources to preparedness—for instance, stockpile inventory or overbuy talent. These steps are typically expensive; your investment should match the risk.

HOW WELL CAN YOU PREDICT THE RESULTS OF YOUR ACTION? —

## ambiguity

**Characteristics:** Causal relationships are completely unclear. No precedents exist; you face "unknown unknowns."

**Example:** You decide to move into immature or emerging markets or to launch products outside your core competencies.

**Approach:** Experiment. Understanding cause and effect requires generating hypotheses and testing them. Design your experiments so that lessons learned can be broadly applied.

## uncertainty

**Characteristics:** Despite a lack of other information, the event's basic cause and effect are known. Change is possible but not a given.

**Example:** A competitor's pending product launch muddles the future of the business and the market.

**Approach:** Invest in information—collect, interpret, and share it. This works best in conjunction with structural changes, such as adding information analysis networks, that can reduce ongoing uncertainty.

— HOW MUCH DO YOU KNOW ABOUT THE SITUATION? +

# VUCA : NIKE with colin Kaepernick



Believe in something.  
Even if it means sacrificing everything.

 Just do it.

# VUCA

## **VOLATILITY**

Equity, bond and currency market volatility; the lack of stability and predictability.

## **UNCERTAINTY**

The potential change in the inflation index calculation; the potential switch to "announcing" for pension funds calculating their recovery plan; the lack of ability to foresee what major changes might come.

## **COMPLEXITY**

In understanding these financial markets in the era of the "new normal". The proliferation and increasing complexity of new financial instruments and regulation to deal with increasingly complex markets, moving in ways experts have never seen before.

## **AMBIGUITY**

The resulting feeling: Is this the great rotation from bonds to equities? Or will bond yields stay low for longer? What is the best course of action?



# Bob Dylan

BOB DYLAN HIGHWAY 61 REVISITED



# Kendrick Lamar



# Evonomics Collapsologie

COMMENT TOUT  
PEUT S'EFFONDRE

Pablo Servigne  
Raphaël Stevens

Petit manuel de collapsologie à l'usage des générations présentes



ECONOMICS: The Next Evolution of Economics

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## The Real Reason Stock Buybacks Are a Problem

Buybacks are a massive tax dodge for shareholders

[Steve Roth](#)

**CHANGE ECONOMICS, AND  
CHANGE THE WORLD.**

Economics is a labor of love. It's free, and it's ad-free. We spend hundreds of hours and thousands of dollars spreading the word about The Next Evolution of Economics. If you think that's a worthy mission, as we do—one with powerful leverage to make the world a better place—please consider offering your support.

[Change the World](#)



## Girls Rock Camp for Economists

What Economists can Learn from Girls Rock Camp

# THE NEXT BIG THING



GRENOBLE  
ÉCOLE DE  
MANAGEMENT

SCIENCE, ART & INNOVATION

1901

 GRENOBLE



**NBIC**

**G**

Nano Tech

Biotech / Biomimetics

InfoTech IOT Blockchain

Cognitif / AI / ML



4<sup>ème</sup> révolution industrielle

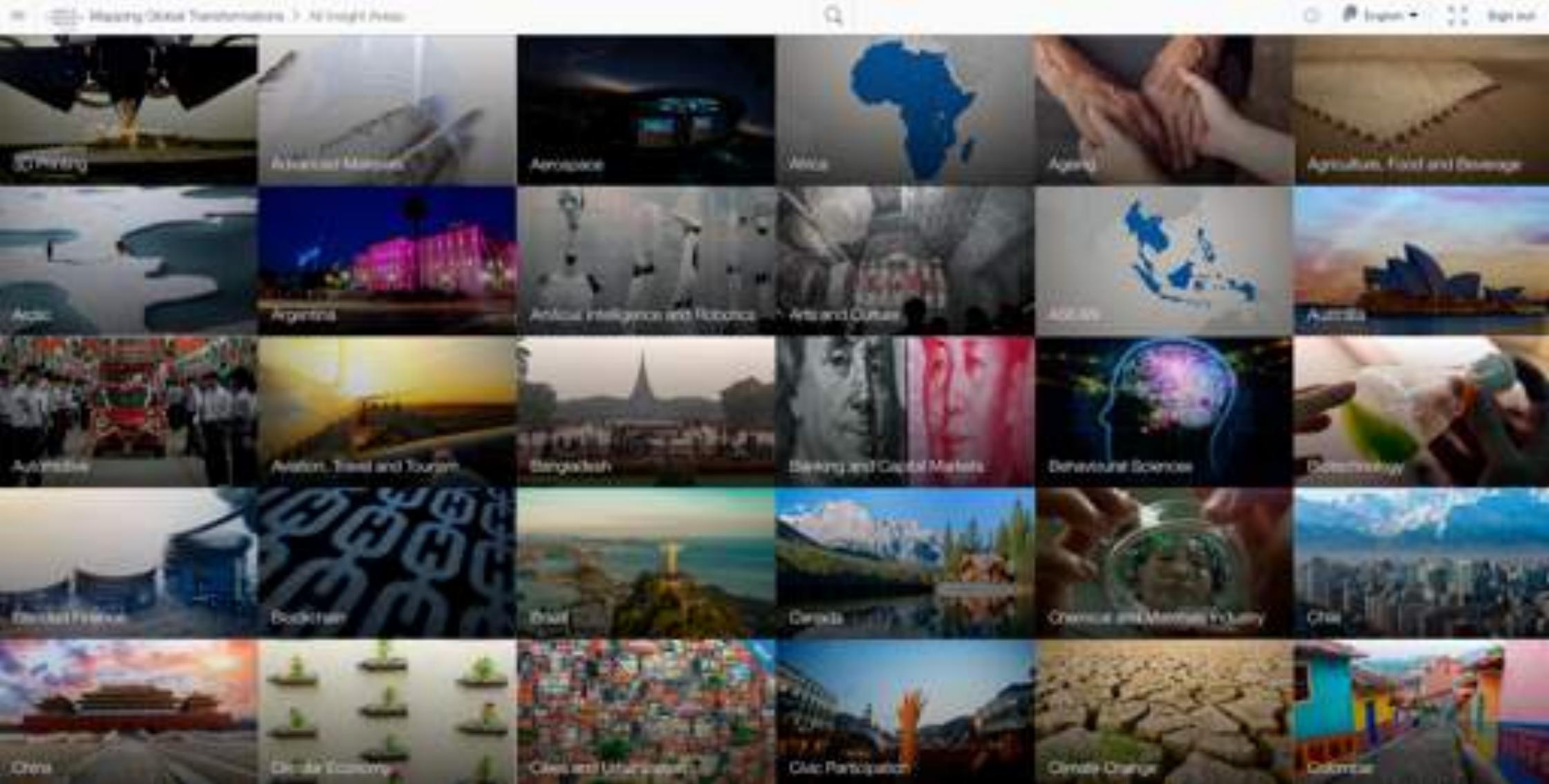
Vapeur + moteur

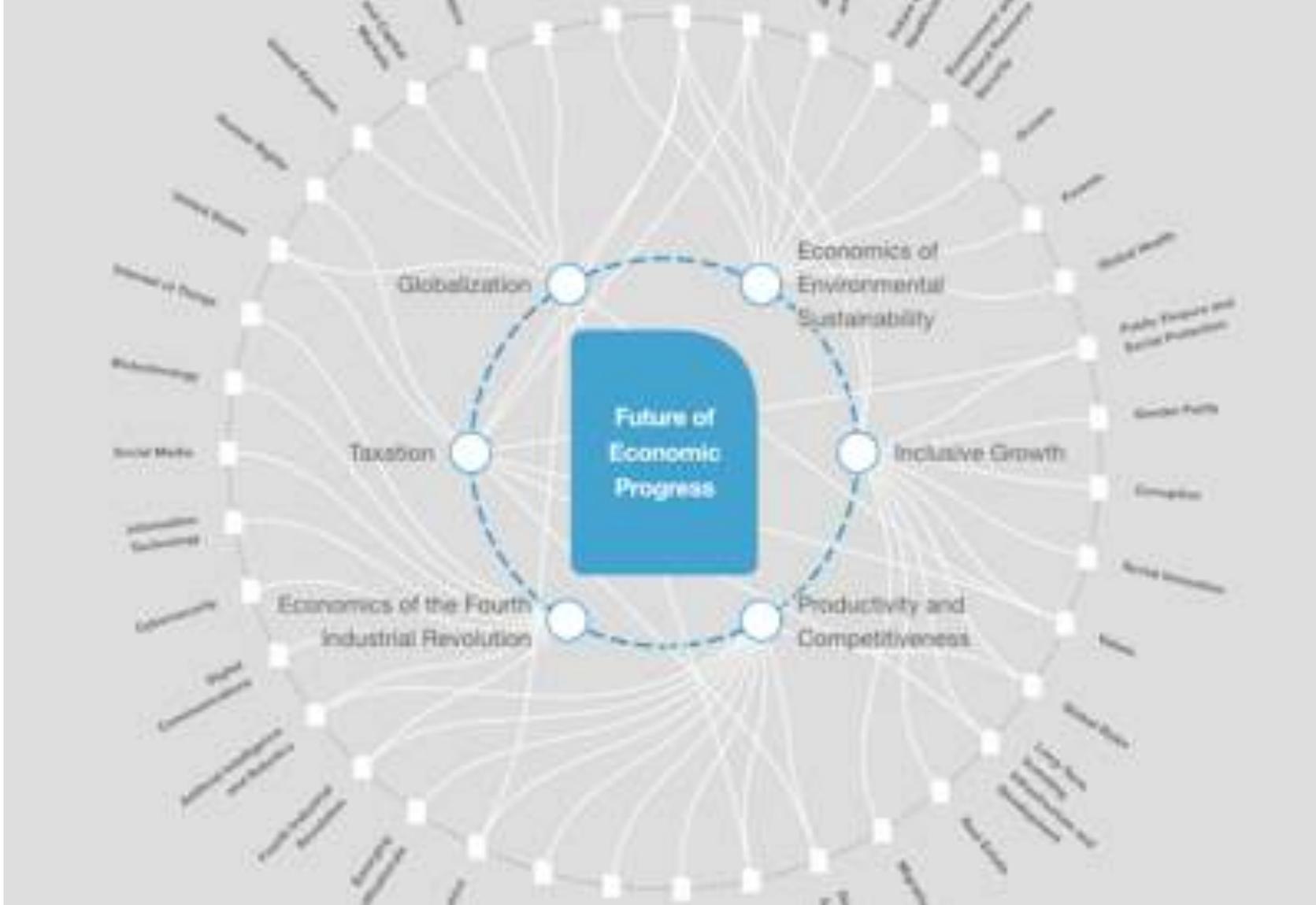
Électricité

NTIC

NBIC







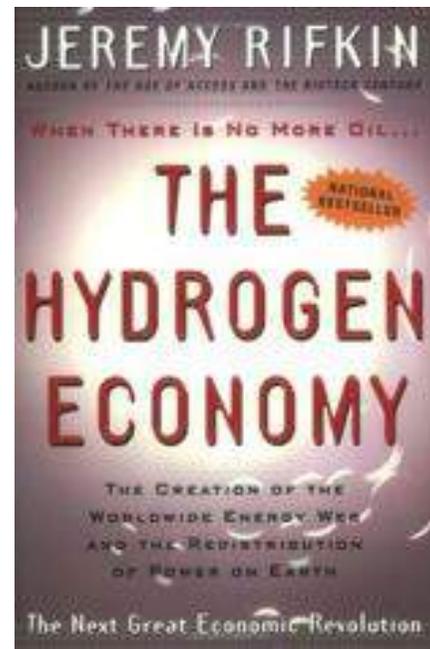
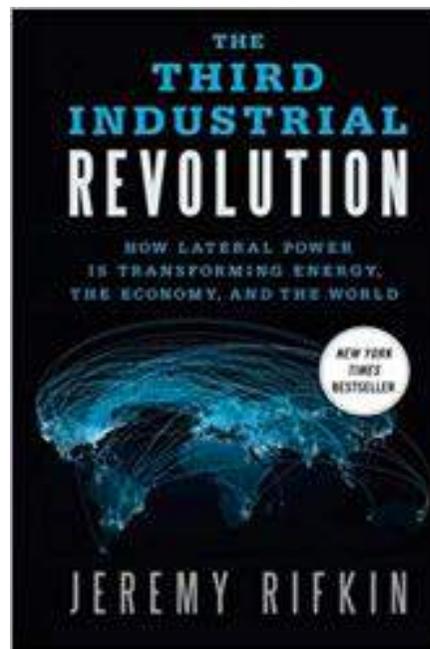
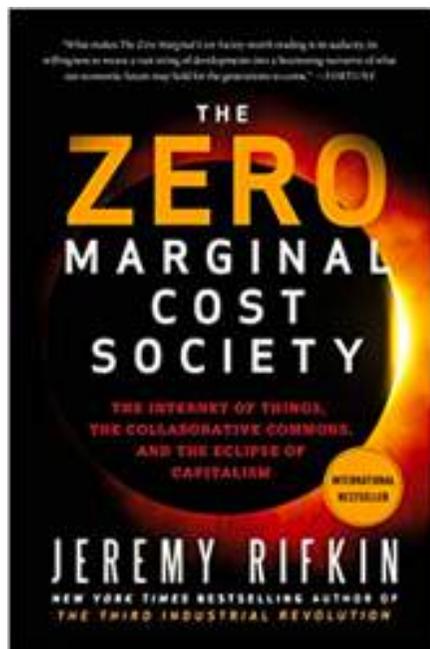


**3<sup>ème</sup> révolution industrielle**

**Vapeur + moteur**

**Électricité**

**NBIC (inclus NTIC)**





# Michel SERRES

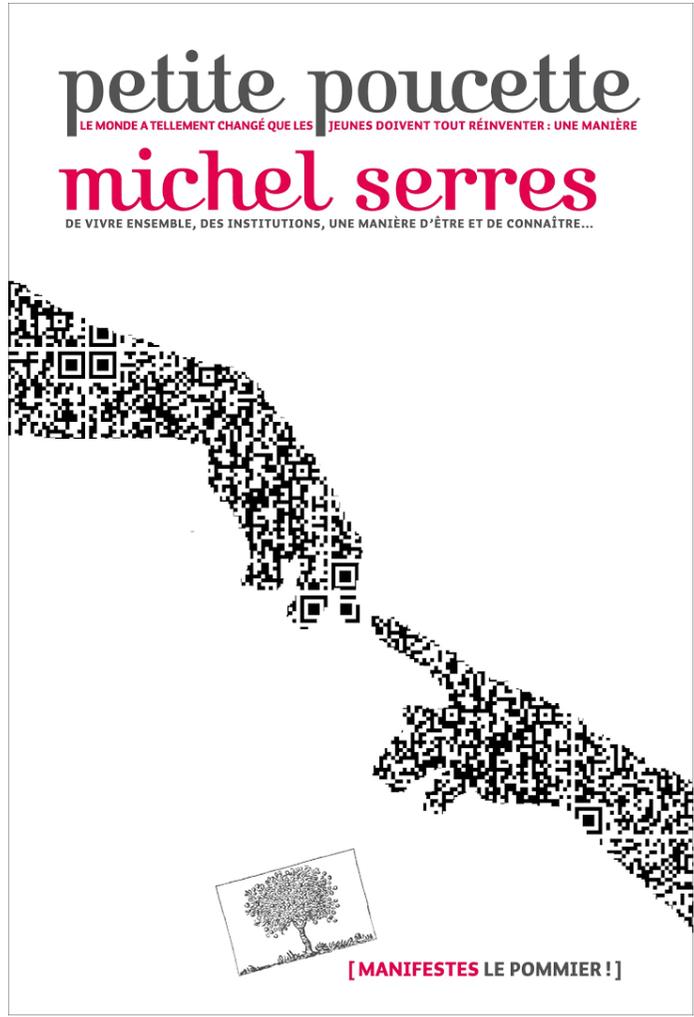
-3000 écriture  
1450 imprimerie/chiffre  
2000 NBIC

# Luc FERRY

1800 Vapeur  
1900 Électricité  
2000 NBIC



GRENOBLE  
ECOLE DE  
MANAGEMENT  
TECHNOLOGY & INNOVATION



# Révolutions :

social  
économique  
technologique



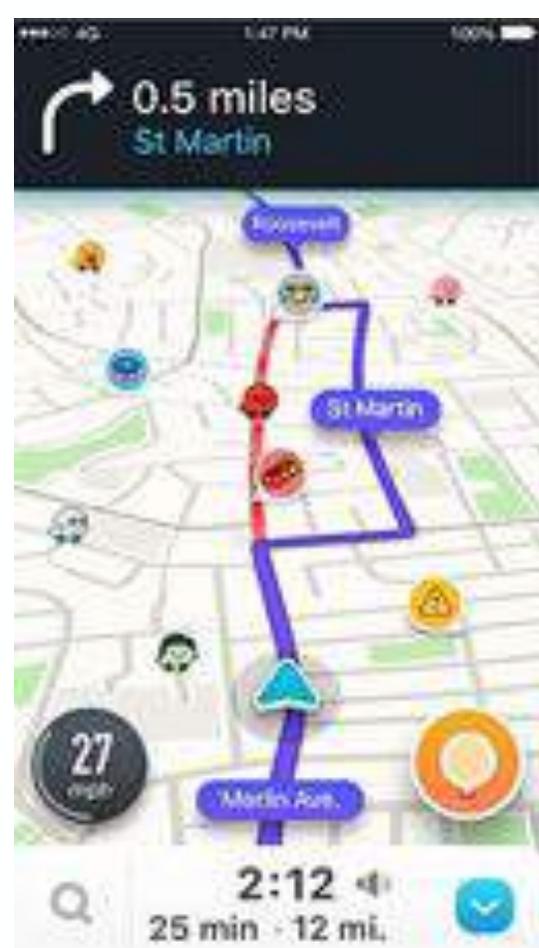
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# Gutenberg



# Zuckerberg Sandberg





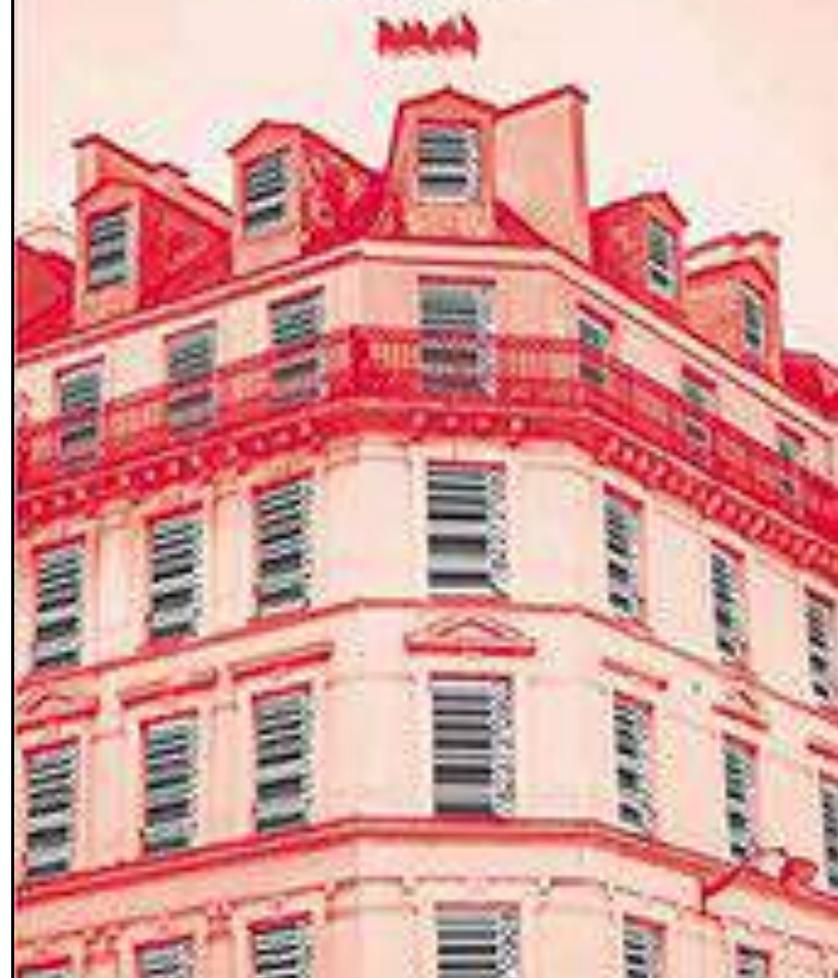
JEAN-LOUIS  
**MISSIKA**  
PIERRE  
**MUSSEAU**

Des  
**robots** dans  
la ville

Tallandier

**COMMENT  
LES VOITURES AUTONOMES  
VONT CHANGER  
NOS VIES**

**airbnb**  
**la ville ubérisée**  
ion brossat



économie vs. marketing  
=  
rationalité des agents

# Amartya SEN

Nobel 1998 pour IDH



# Richard Thaler

Nobel 2017 pour Nudge



ed ag water  
food prop civic insur  
mar TECH med  
green fin  
ad deep

*thingonomics (IOT)*

**GIG**

**expectation**

**blue**

**evonomics**

*new*

sha | ring

*micro*

*macro*

*offre*

**economy**

*neuro*

**gift**

**platform**

*nudge*

barter

**collaborative**

**attention**

comportementale

**market**

*intelligence*

law

funding

sha | ring

**crowd**

marketing

**power**

**lending**

**collaboration**

**sourcing**

# Économie de l'attention

# Expectation economy

# économie comportementale

like

clic

engagement

RT (ReTweet)

nudge marketing

~~TIME  
=  
MONEY~~

“ attention

=

Money ”





# BLUE OCEAN STRATEGY

How to Create  
Uncontested Market Space  
and Move the Competition Offboard

W. Chan Kim • Renée Mauborgne

© 2005 HARVARD BUSINESS SCHOOL PRESS





# Key TakeAways

ce qu'il faut retenir



⋮ )

=

€

Meeting  
needs  
profitably  
in a VUCA  
world





Skip Maurice ▶



# Un nouveau continent ...



# ... de 2 milliards d'habitants



**Mark Zuckerberg**  
June 27 - Palo Alto, CA, United States - 🌐

As of this morning, the Facebook community is now officially 2 billion people!

We're making progress connecting the world, and now let's bring the world closer together.

It's an honor to be on this journey with you.

Like Comment Share Buffer

👍👎👏 426K

Top Comments ▾

11,932 Shares



2017 天猫双十一全球狂欢节

天猫双十一全球狂欢节

¥ 168,269,635,159

¥25,386,927,848

100%

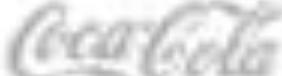
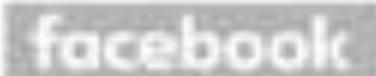
11.11





INTRODUCING  
**amazon go**

YouTube

	2006	Brand Value 2006 \$MIL.	2017	Brand Value 2017 \$MIL.
1	 Microsoft	62,039	 Google	245,581
2		55,834		234,671
3	 Coca-Cola	41,406	 Microsoft	143,222
4	 中国移动 China Mobile	39,168	 amazon	139,286
5	 Marlboro	38,510	 facebook	129,800
6	Walmart 	37,567	 AT&T	115,112
7	 Google	37,445	 VISA	110,999
8	 IBM	36,084	 Tencent <i>INTL.</i>	108,292
9	 citi	31,028	 IBM	102,088
10		30,201	 McDonald's	97,723

G A F A

G A F A

N A T U

B A T

G A F A M S

N A T U B E Y

B A T X B D H D

AirBnB

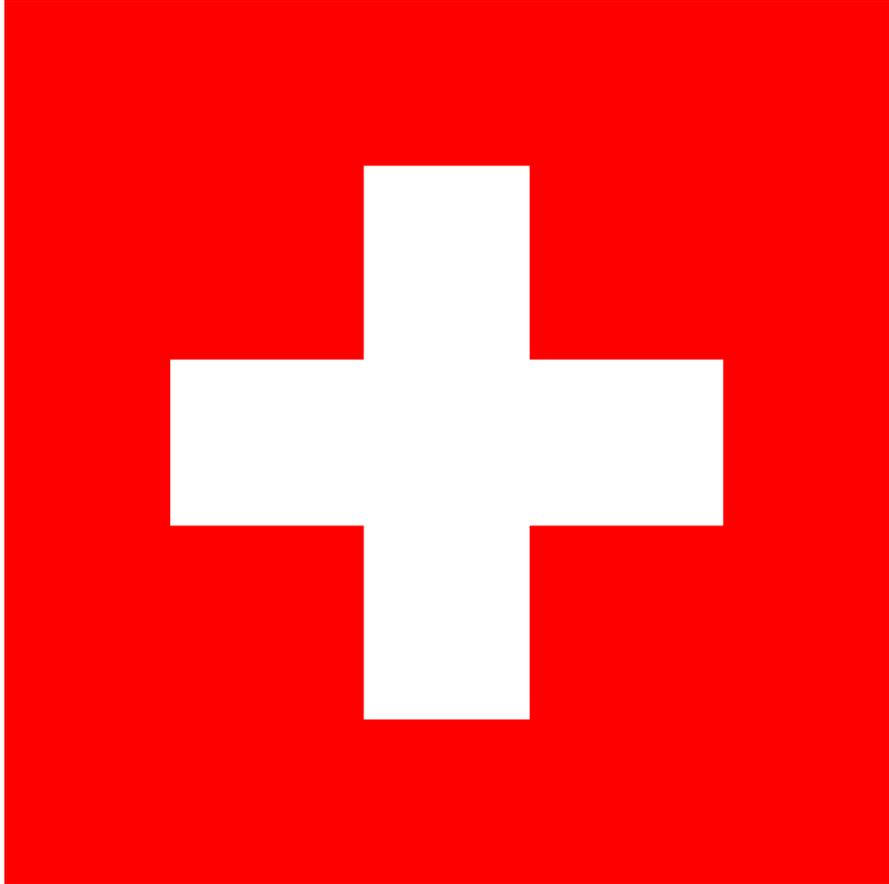
≠

WeWork

# Nouveaux Business Modèles



**ROLEX**



NETFLIX

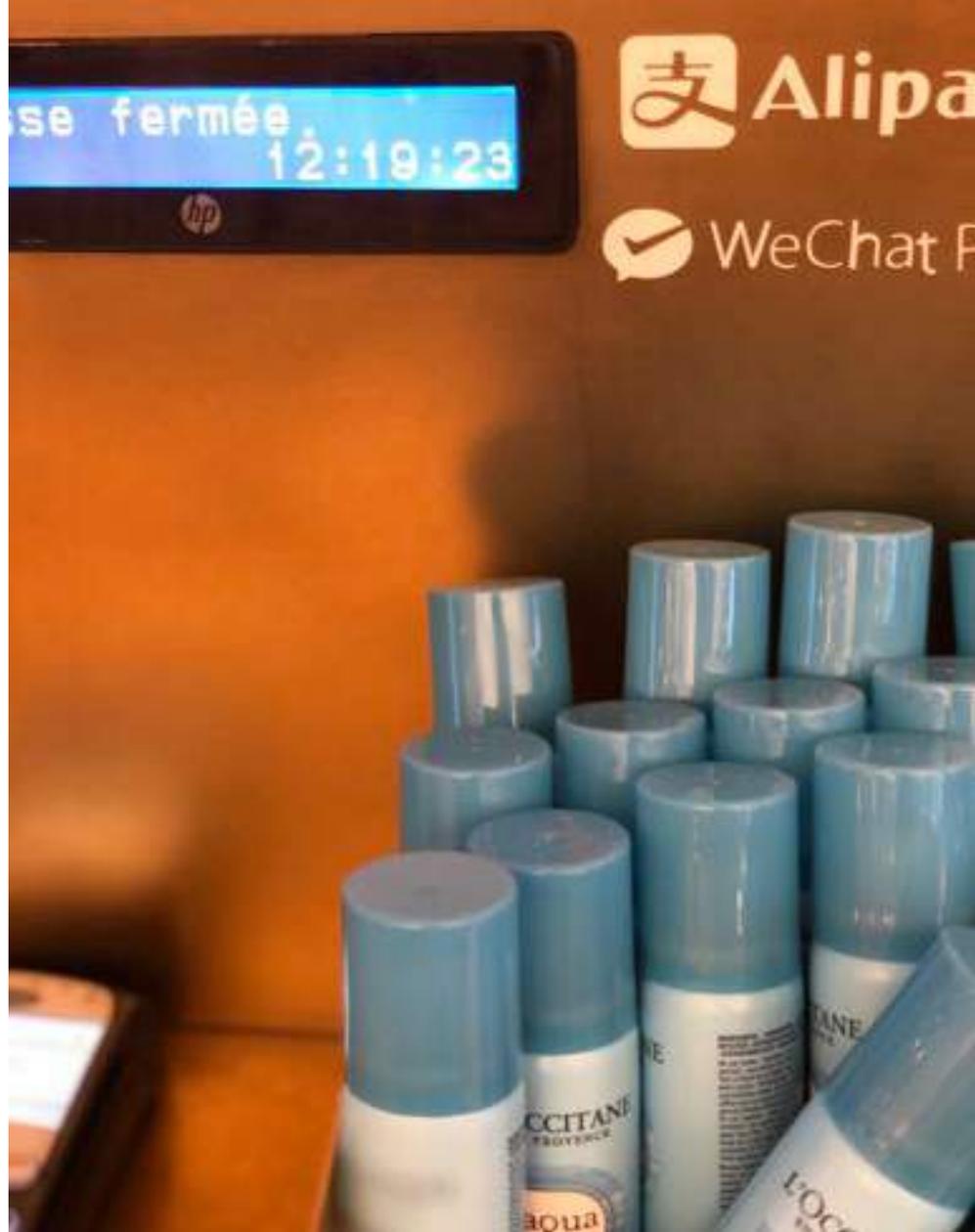


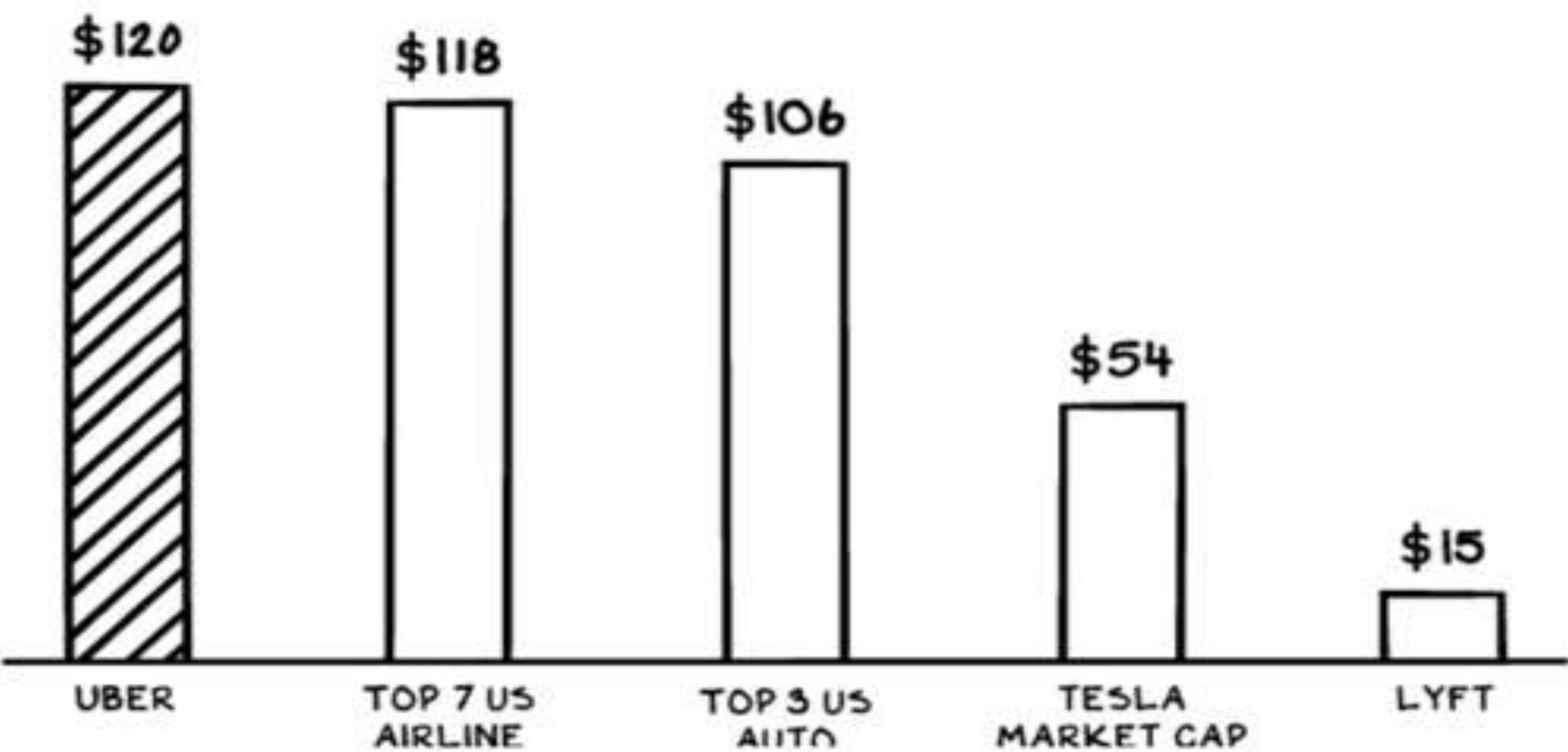
Disney





Ranking	Banking Group	Market Capitalisation (USD bn)
1	JP Morgan	388
2	ICBC	330
3	Bank of America	315
4	China Construction Bank	270
5	Wells Fargo	268
6	HSBC	198
7	Agricultural Bank of China	200
8	Citi	183
9	Bank of China	180
<b>10</b>	<b>Ant Financial</b>	<b>150</b>
11	China Merchant Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	BNP Paribas	90
15	Goldman Sachs	91
16	Sberbank	84
17	Unicredit	50
18	Barclays	47





# We Pay You to Learn to Code

Modern Labor is a revolutionary platform that pays you \$2000 per month for 5 months to learn in-demand tech skills and then finds you your new job.



# DNVB



Digital Native Vertical Brand

le slip français jimmy fairly

made.com veja

maison standard

tediber Michel

Augustin

bergamotte Dollar Save





The Mattress



The Sheets



The Pillow



The Dog Mattress



The Foundation



## LIVE THE DREAM

The perfect mattress, sheets, and pillow for everyone

Matelas CASPER  
Casper Mattress

JIMMY FAIRLY

Homme

Femme

Buy one, give one

Notre histoire

Inspiration

Stores



NOTRE HISTOIRE

*“ Nous avons fondé Jimmy Fairly sur une idée forte : proposer une collection de lunettes haut de gamme à un prix révolutionnaire et avec un impact social positif. ”*



RIEN À PERDRE  
TOUT À GAGNER  
RÉSISTE À TOUT  
ATTAQUE TOUT  
RISQUE IMMENSE POUR  
LES RENTIERS



HARVARD BUSINESS REVIEW PRESS

**REINVENT**

**YOUR**

**BUSINESS**

**MODEL**

.....  
**How to Seize the White Space  
for Transformative Growth**  
.....

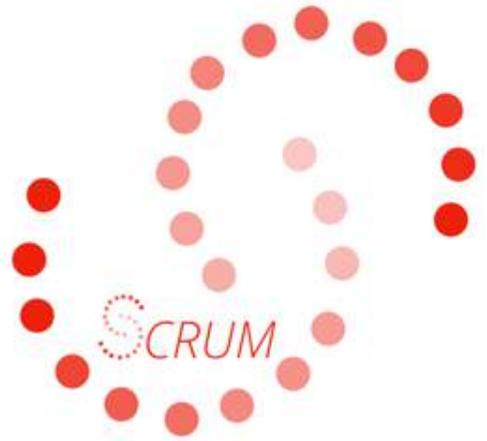
*Foreword by* CLAYTON M. CHRISTENSEN

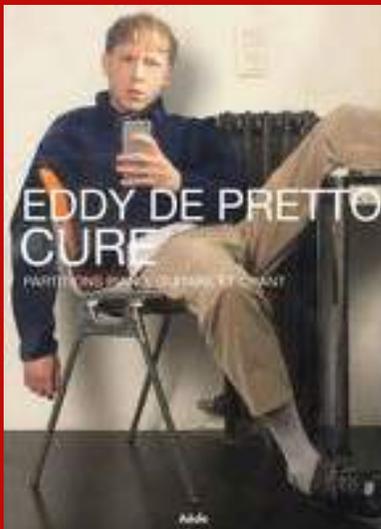
**MARK W. JOHNSON**

2 :  
nouvelles méthodes,  
agilité et plus



# AGILITÉ





Google

jain alright lyrics

All Videos News Images Maps More Settings

About 244,000 results (0.47 seconds)

### Alright

Jain

Things gonna be alright  
Things gonna be just fine  
Things gonna be alright  
If love is around  
Things gonna be alright  
Things gonna be just fine  
Things gonna be alright  
If love is around

I know you think that I am over you  
But I have just better things to do  
Than crying over you, I really got to move  
On with the love that I keep around  
I got my life and I'm a fire  
I got my voice to make it higher  
Show me the way I could be stronger  
Life's too short to look down at you





# 42



Les startups infusent le monde économique



agilemanifesto.org

## Principles behind the Agile Manifesto

*We follow these principles:*

Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.

Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.

Business people and developers must work together daily throughout the project.

Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.

Working software is the primary measure of progress.

Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.

**Notre plus haute priorité est de satisfaire le client en livrant rapidement et régulièrement des fonctionnalités à grande valeur ajoutée.**

**Accueillez positivement les changements de besoins, même tard dans le projet.**

**Les processus Agiles exploitent le changement pour donner un avantage compétitif au client.**

**Livrez fréquemment un service opérationnel avec des cycles de quelques semaines à quelques mois et une préférence pour les plus courts.**

**Les utilisateurs ou leurs représentants et les développeurs doivent travailler ensemble quotidiennement tout au long du projet.**

**La méthode la plus simple et la plus efficace pour transmettre de l'information à l'équipe de développement et à l'intérieur de celle-ci est le dialogue en face à face.**

**Un service opérationnel est la principale mesure d'avancement.**

**Les processus Agiles encouragent un rythme de développement soutenable.**

**Ensemble, les commanditaires, les développeurs et les utilisateurs devraient être capables de maintenir indéfiniment un rythme constant.**

**La simplicité – c'est-à-dire l'art de minimiser la quantité de travail inutile – est essentielle.**

**Les meilleures architectures, spécifications et conceptions émergent d'équipes auto-organisées.**

# The 12 agile principles\*

1 Satisfy the **customer**



2 Welcome **change**



3 Deliver **frequently**



4 Work **together**



5 Trust and **support**



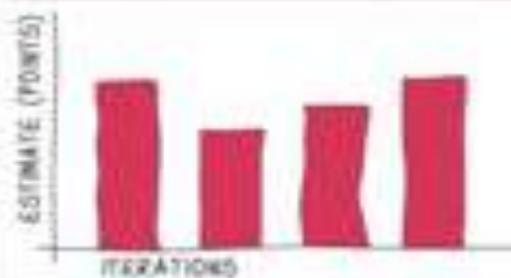
6 Face-to-face **conversation**



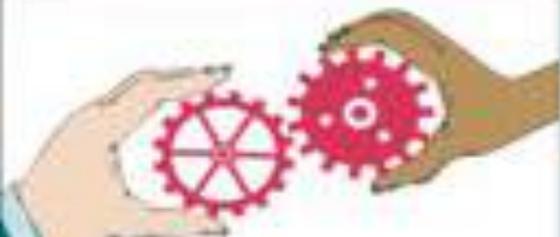
7 Working **software**



8 Sustainable **development**



9 Continuous **attention**



10 Maintain **simplicity**



11 Self-organizing **teams**



12 Reflect and **adjust**







# The Next Immersive Cohort is Quickly Approaching.

To be eligible for the January Immersive cohort, you will need to  
prepare soon.

Which Prep option best works for you?

# Test and Learn

continuous delivery  
welcome change



# Fail early, Fail fast, Fail cheap

FAIL : First Attempt In Learning

## The Agile Manifesto

<b>Individuals and interactions</b>	over	Processes and Tools
<b>Working Product</b>	over	Comprehensive Documentation
<b>Customer Collaboration</b>	over	Contract Negotiation
<b>Responding to change</b>	over	Following a plan

*That is, while there is value in the items on the right, we value the items on the left more.*

Apprenons à  
nous tromper

Beter donne  
than perfect \*

Better done  
than perfect

*\* sans faute c'est mieux*

**make** ~~FAIL~~ FAST

**make** ~~FAIL~~ EARLY

**make** ~~FAIL~~ OFTEN

**LA VITESSE D'ITÉRATION**  
**BAT LA QUALITÉ D'ITÉRATION**

**PizzaTeam = 9 personnes**



# Traditionnel

initiate  
plan  
execute  
modify  
close

# AGILE

backlog  
TASK - ToDo  
MVP  
sprint  
scrum

X10

# agile



scrum

kanban

xp

lean

AGILE MARKETING 70:20:10



# Plus d'efficacité

# Do More With Less

**Lean Management**

**Pizza team**

**MVP (minimum viable product)**

**POC (proof of concept)**



**GRENOBLE  
ECOLE DE  
MANAGEMENT**  
TECHNOLOGY & INNOVATION

# MVP

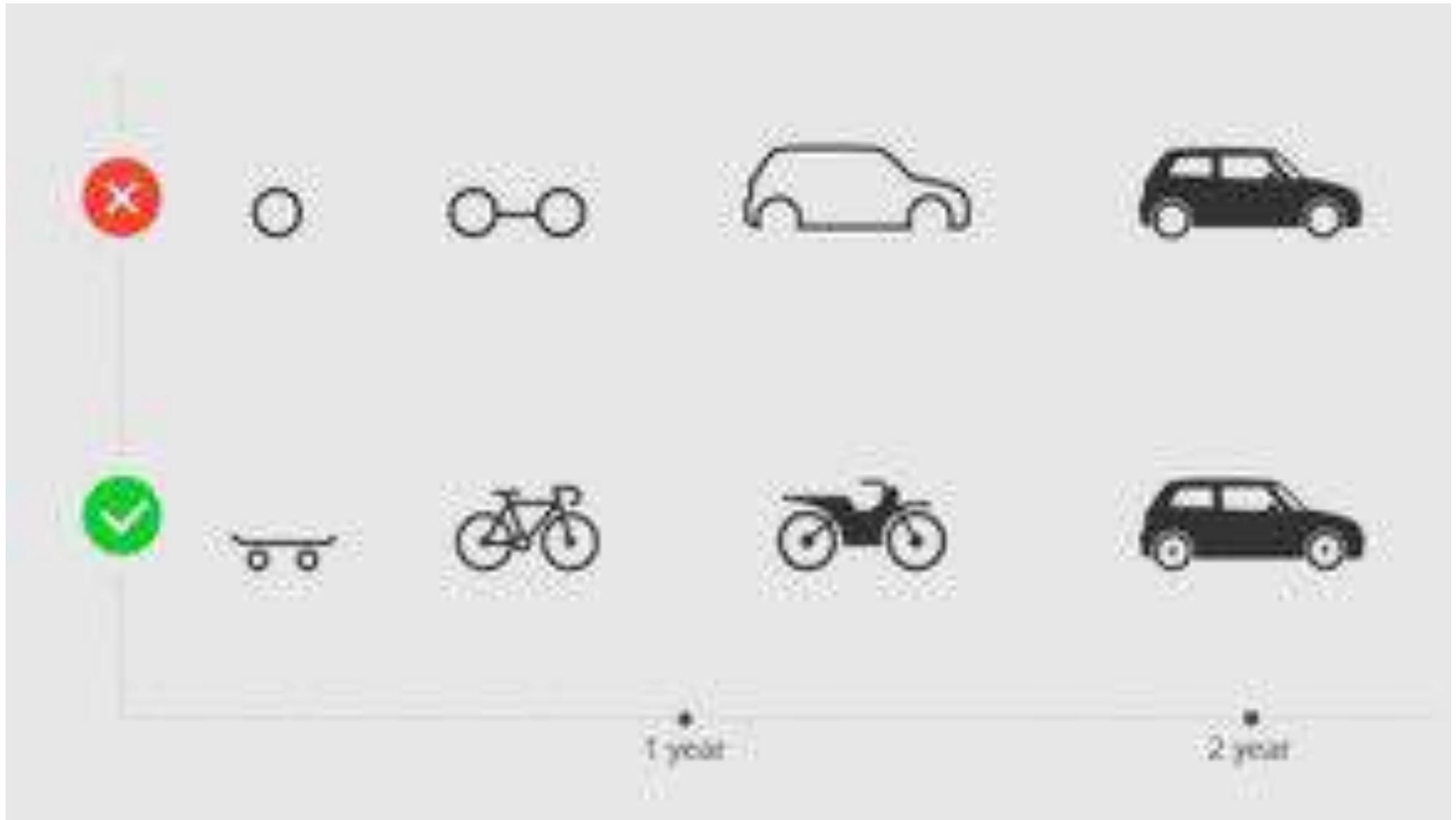
minimum viable product

**première version visible et  
distribuable d'un produit**

**utile pour les tests et choix des  
fonctionnalités à ajouter / enlever**

**utile pour pivoter**

# MVP



2008

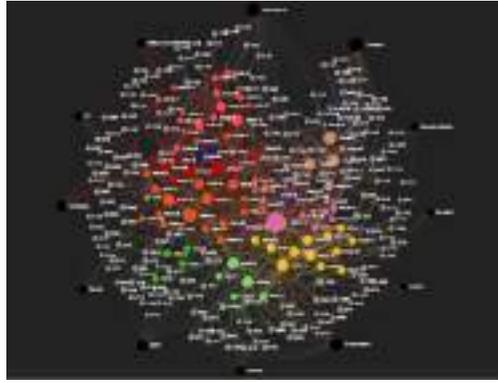


2015



# DESIGN THINKING

*Tim Brown CEO de IDEO*



by design

privacy

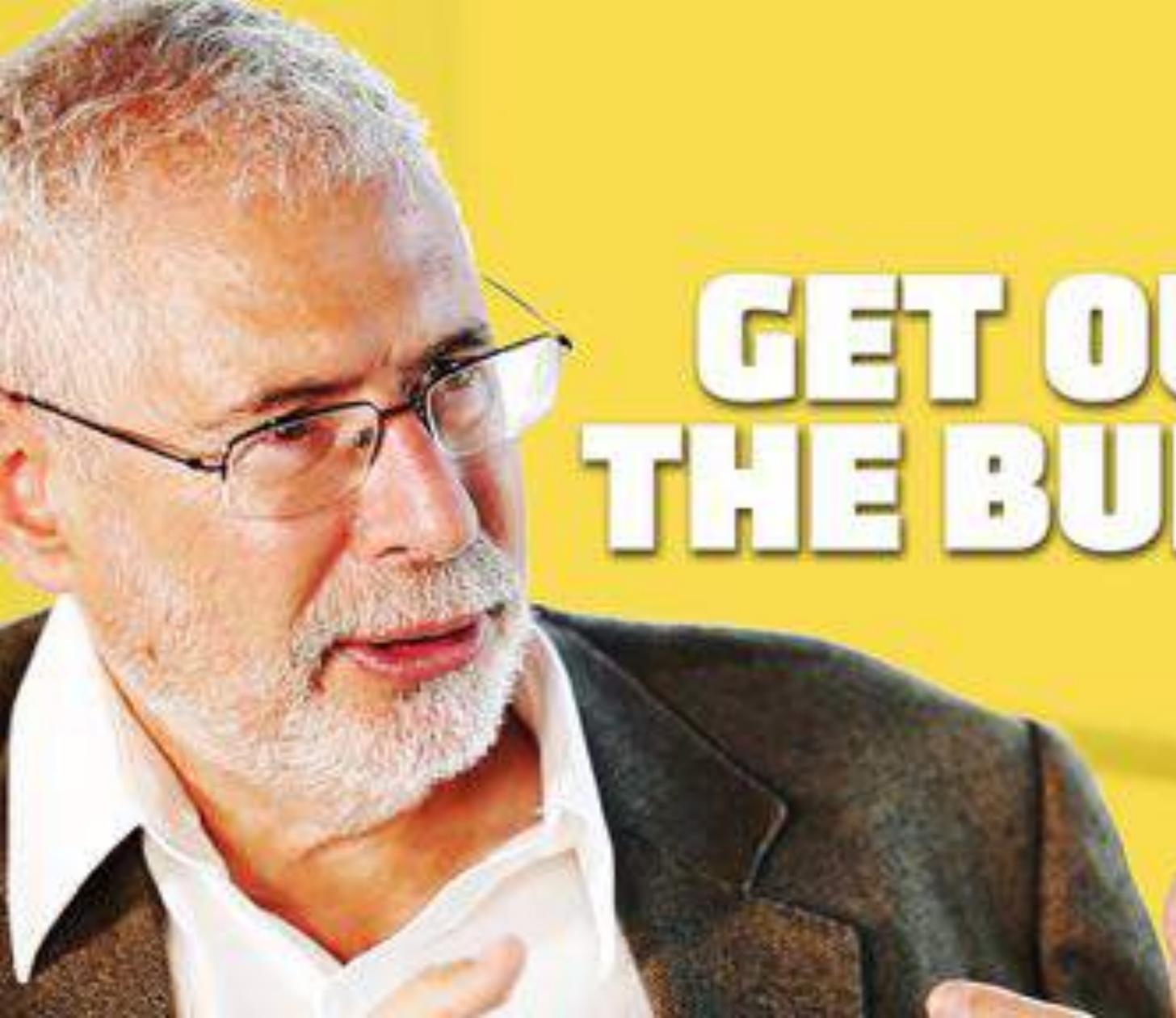
security

thinking

Make something people  
want.

-Paul Graham  
Y-combinator, founder





**Inc.**

**GET OUT OF  
THE BUILDING**



# Millennials ???

Lost ... Greatest ... Silent ...

BabyBoomer (1940 - 1965 +/- 6 ans)

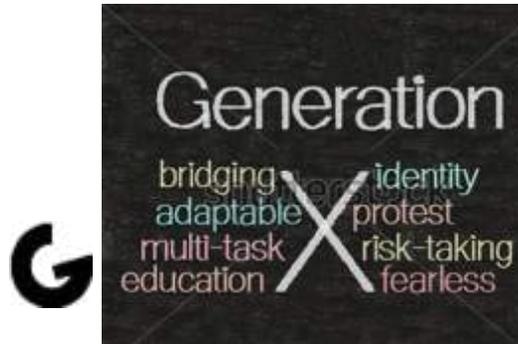
GenX (1955 1985 +/- 8 ans)

GenY = Millennials (1979 1999 +/- 5 ans)

GenZ = Digital Natives = GEN C (1994 2007 +/- 4 ans)

alphaGEN ? = 2008 - 2020 ?

SingularityGeneration 2020 / MARS Gen 2030



GENERATION Z:  
CONNECTED FROM BIRTH.  
Born mid-1990s to 2010.





Tweets 9,249 Following 81 Followers 977K Likes 149 Following

**bernard pivot**  
@bernardpivot1  
Apostrophes, Bouillon de Culture, Double Je, Ecriture, Football, Gourmandise, Homme, Interview, Journalisme, Kiosque, Lire, Mots..... Zut.  
Joined November 2011  
Tweet to bernard pivot

- bernard pivot** @bernardpivot1 · 4h  
Merci pour nos amis suisses d'avoir admis dans les Robert 2019 le verbe azorer (réprimander) et la calure ( personne très compétente).  
Translate Tweet  
12 33 124 12
- bernard pivot** @bernardpivot1 · 4h  
Je regrette l'entrée chez Robert de cosplay, queer, hoverboard, storytelling, running, etc. qui appartiennent au globish ?

**bernard pivot** @bernardpivot1

Le mot arrogance contient deux r, un r de mépris, un r de connerie.

07:55 - 24 mars 2016

1 024 1 204 personnes parlent à ce sujet



# #GEN

#GEN n'a pas d'âge

#GEN préfère le contenu online natif

#GEN visite 3 réseaux /j

#GEN passe 10h/j devant un écran  
= 50% de la population occidentale



 **bernard pivot**  
@bernardpivot1

Dans ma génération, les garçons recherchaient les petites Suédoises qui avaient la réputation d'être moins coincées que les petites Françaises. J'imagine notre étonnement, notre trouille, si nous avions approché une Greta Thunberg...

7:38 AM - 25 sept. 2019 - Twitter for iPad

416 Retweets 1.8 k J'aime

**Jean-Luc**

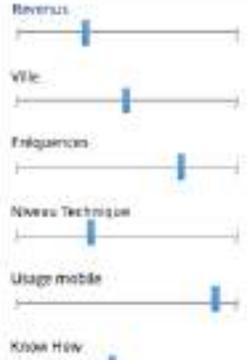


« J'ai un beau métier, mais mes priorités sont autres. Mon employeur n'est pas moi seul parce d'internet »

Jean-Luc 36 ans est pilote depuis 3 ans dans une compagnie européenne

Nom	Jean-Luc
Age	36
Vie à	Paris
Avec	jeante Sans enfant
Education	Niveau 10 (généraliste)
CV	pilote entreprise 3 Pilote entreprise 2

Diplôme d'aviation et de météo  
réalisés  
Passionné de vols de loisirs et de  
voyages en AVE



**KOL**

**GEN XYZ**

**Future shapers**

**«Affluent People»**

**Influenceurs**



« **Quincados** » (ces quincas qui refusent d'être vieux). Sur le blog de Hervé Monier (à qui il ressemble bizarrement), il partage une réflexion sur les clichés dans la perception de l'âge. Hervé Monier est à gauche, Serge Guerin, hum, à droite...



« L'âge n'est qu'un élément de notre identité, il ne nous résume pas ! L'âge est plus une construction sociale qu'une borne neutre et objective ! »

« Les quincados inventent leur projet de vie sans se référer à un modèle unique : suivre son chemin et penser par soi-même ! »

ET POUR FINIR :

Plus d'attentes...

# Nouvelles Attentes

*Pourquoi se contenter  
du minimum ?*



*1990 : web et internet*

*2010 : mobile*

**2015 : Living Services**

source : Google, Accenture

If you're not on Google,  
You don't exist



~~MOBILE  
FIRST~~

ONLY





france•2



1 2 3 4 5 Ô

france•2 france•3 france•4 france•5 france•Ô



YouTube

hulu



NETFLIX

vimeo



Podcasts



LS

Living Services

**THE DIGITISATION  
OF EVERYTHING**

**+**

**LIQUID EXPECTATIONS**

# Digitalisation : IOT

**Billet / Voucher / carte (wallet)**

**Porte (smart door)**

**Maison**

**Ecole / Cours**

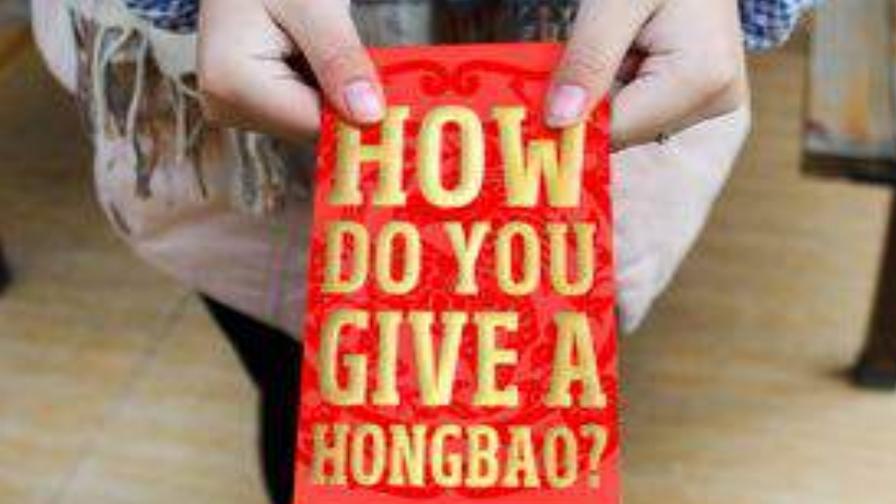
**Santé**

**Politique**

**Voiture (Tesla OS)**

**Wearable**





eSports



6 technologies enabling the rise of Living Services



NETWORK  
CONNECTIVITY



THE  
CLOUD



DATA &  
ANALYTICS



CONNECTED  
SENSORS



USER  
INTERFACE



CONNECTED  
DEVICES

LIQUID  
EXPECTATIONS

Defend

Differentiate

Disrupt

AND LIQUID  
OPPORTUNITIES



# Liquid Expectation

**Partir / sortir sans payer**

**Réserver d'un clic**

**Commande par bouton interrupteur**

**Connexion permanente**

**Temps réel pour tout**



**GRENOBLE  
ECOLE DE  
MANAGEMENT**

TECHNOLOGY & INNOVATION

1970-2024

 GEM

# Consommateur Sans Limite

**un consommateur ça ose tout,  
ça compare tout,  
ça demande (exige) tout,  
ça commente tout, partout,  
ça ne lit RIEN (tl;dr)  
ça demande un secret total des  
informations confiées**

**→ Expectation Economy**

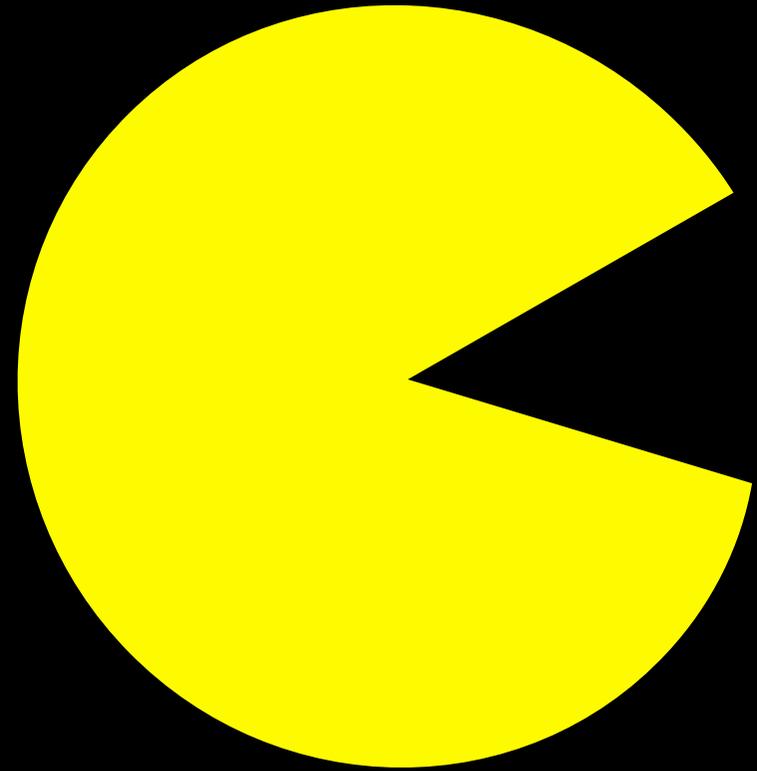


PLUS VITE

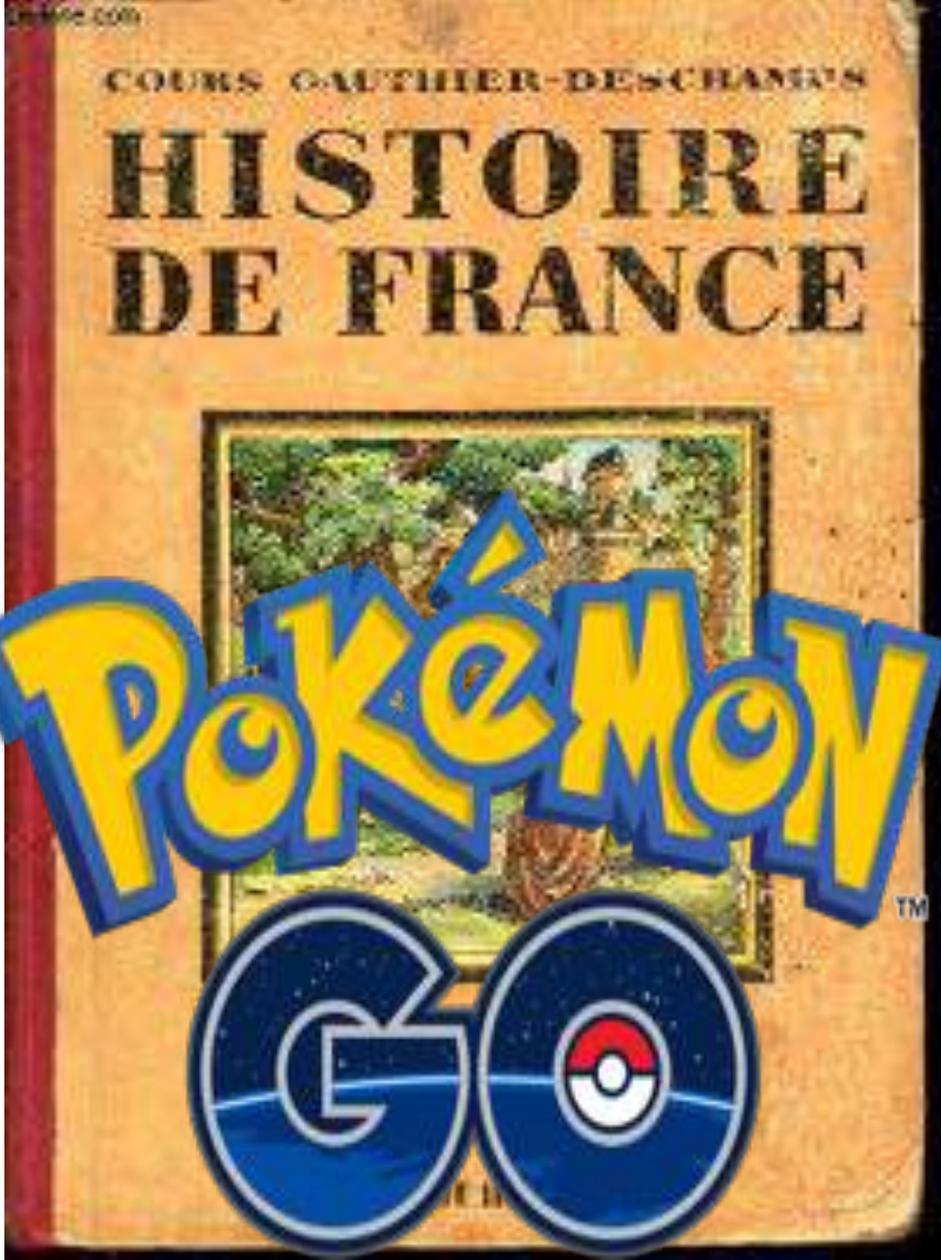
Les users attendent  
du temps réel







**GAMIFICATION**



# PERSONA

# USER STORY

# Personas / UserStory

## Personas

**Portrait robot d'utilisateur (user) fictif de produit ou service**

## UserStory

**Description en langage utilisateur d'un point de friction**

# Jean-Luc



*« J'ai un beau métier, mais mes priorités sont ailleurs. Mon employeur n'est pas mon seul centre d'intérêt »*

**Jean Luc 36 ans est pilote de ligne depuis 3 ans dans une compagnie low cost européenne**

Nom	Jean-Luc
Age	36
Vie à	Paris
Avec	Jeanne
	Sans enfant
Education	Supérieure (ingénieur école xyz promo 91)
CV	pilote entreprise 1 Pilote entreprise 2

Passionné d'aviation et de modèle réduits

Passionné de races de chiens et de voyages en Asie

Revenus



Ville



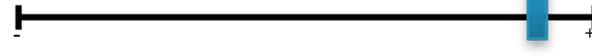
Fréquences



Niveau Technique



Usage mobile



Know How



# User Stories (US)

**Descriptions simples, claires et brèves de fonctions pour un utilisateur réel**

**Lien entre les utilisateurs, les designers, développeurs et chef de projets**

En tant que...

Je veux ...

Pour ...

WE  USERS

[weloveusers.com/methodes/personas.html](http://weloveusers.com/methodes/personas.html)

# Exemple de user stories

## MUST

En tant que...

Je veux ...

Pour ...

En tant que

En tant que...

Je veux ...

Pour ...

## SHOULD

En tant que...

Je veux ...

Pour ...

En tant que

En tant que...

Je veux ...

Pour ...

## COULD

En tant que...

Je veux ...

Pour ...

En tant que

En tant que

En tant que

En tant que

En tant que...

Je veux ...

Pour ...

# Key TakeAways

ce qu'il faut retenir

# Liquid Expectations : benchmark intersectoriel



1/ user  
2/ user  
3/ user  
!



**Keeping an  
empty chair  
so the  
customer is  
always in the  
room**



 **ACT THINK IMPACT** CHAIR → VOICE : VOC (voice of the customer)



# *TOOLS*



abc.def.ghi@gmail.com

abcdefghi@gmail.com

abcdefghi+1@gmail.com

abcdefghi+99@gmail.com

abcdefghi+adm@gmail.com

abcdefghi+lol@gmail.com

Règle : faire des filtres



slack

Reactor Prep -

- kratbuff
- All Unreads
- All Threads
- Channels
  - \_orientation
  - announce\_completion
  - general**
  - mod0\_diagnostic
- Direct Messages
  - slackbot
  - kratbuff (you)
- Apps

## #general

👤 9,993 | 📅 22 | Program-wide announcements and general (that about anything). For questions, ask

Sunday, June 24th

Monday, June 25th



**alex.hinton** 8:04 PM

@channel As some of you may have experienced, we have had an issue with our SSL certificate. Our IT Team has identified the issue and will be making a repair today, we are not expecting this to cause any disruption to your access, but wanted to give you a heads up in case something doesn't go according to plan, in which case you might experience a 20-minute disruption in your access to [prep.hackreactor.com](http://prep.hackreactor.com). Thanks in advance!



**Mac** 9:08 PM

joined #general along with 3 others.

Tuesday, June 26th



**Ikenna** 2:25 AM

hey guys I have a question. I saw this line of code that read:  

```
for (var i = 0; i < 10; i++) {
  console.log(i);
}
```

3 replies · Last reply 6 days ago



**Ikenna** 2:25 AM

What does adding ++ at the end of the i variable do?



**CBABY** 2:27 AM

joined #general.



**Badri\_narayan** 3:12 AM

It adds to the value stored every iteration

2+1, then 3+1 etc



**Danna** 3:24 AM

Hi there, I'm trying to join the cohort for today's prep class? which channel should I join for the zoom info link?



Message #general



A



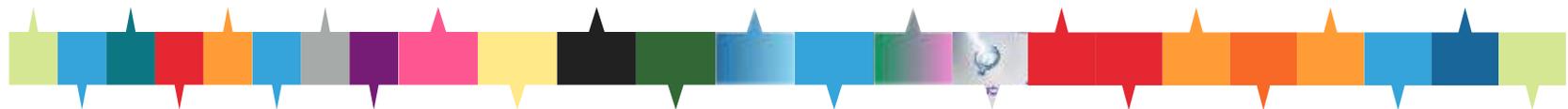
B



C



MOI



# Mosaïque de temporalité



# L'ENTREPRISE APPRENNANTE *Contre-attaque*



RÉFÉRENTIEL  
DE LA MATURITÉ  
DIGITALE  
2018-19

Rédigé par Pierre-Henri Kuhn



RÉFÉRENTIEL  
DE LA MATURITÉ  
DIGITALE  
2018-19

Rédigé par Pierre-Henri Kuhn

# Key TakeAways

ce qu'il faut retenir



**tout change  
emporté par le  
courant du fleuve**

**Héraclite**



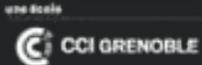
tout change  
de manière  
exponentielle

INSPIRING IDEAS AND TALENT  
TECHNOLOGY & INNOVATION

# QrCode



**GRENOBLE  
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MANAGEMENT**  
TECHNOLOGY & INNOVATION



ACT THINK **IMPACT**





michelleobama



WeChat



ACT THINK **IMPACT**



微信支付  
WeChat Pay



Tencent 腾讯



WeChat



Hubert Kratiroff 

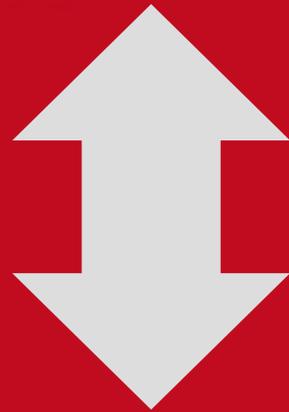
France



Scan the QR code to add me on WeChat

# QrCode : phygital

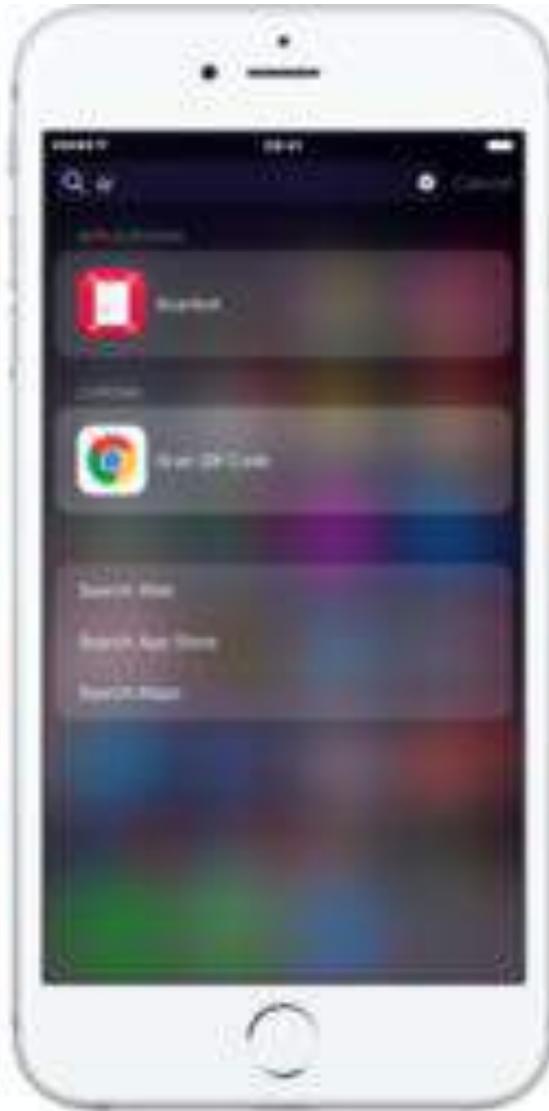
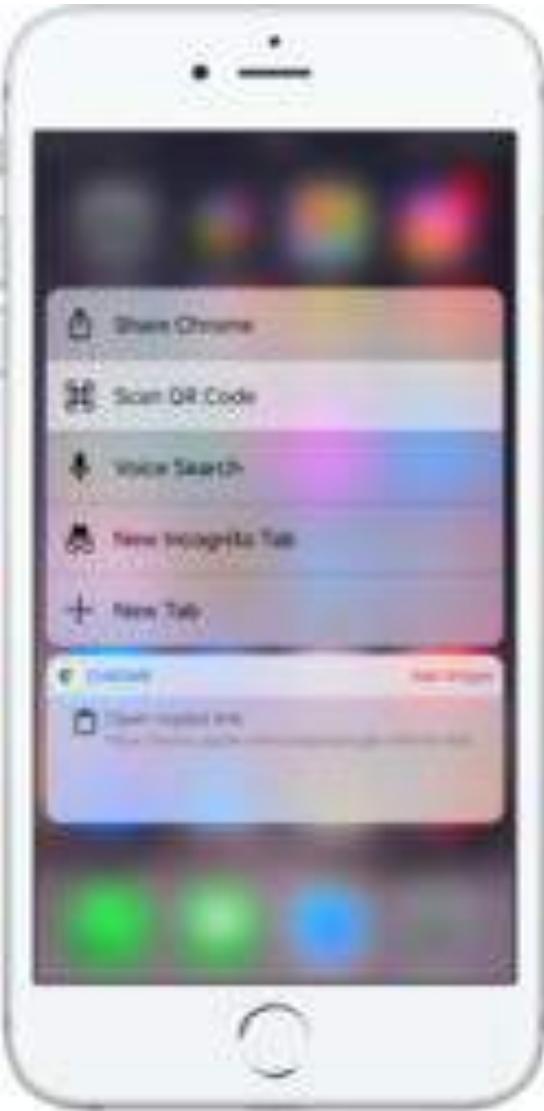
Lien analogique/physique



digital



GRENOBLE  
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MANAGEMENT  
SCIENCE, ART & INNOVATION



# 1

## UNITAG pour encoder avec action



# 2

## UNITAG pour lire sur mobile



# Générateur de QR Codes

🌟 Gratuit et immédiat ✨ Personnalisation facile ⌚ Durée de vie illimitée :

### 1 Type de QR Code

Web & réseaux sociaux   Autres types

Entrez votre URL

<http://www.toutsurlemarche.fr>

VALIDER

### Votre QR Code



**Important**  
Tout QR Code n'est pas forcément lisible.  
Testez votre QR Code en taille réelle avant toute utilisation.

TELECHARGER LE QR CODE

# URL shortener



LINK MANAGEMENT

ENTERPRISE

RESOURCES

BLOG

LOGIN

SIGN UP

GET ENTERPRISE

# HARNESS EVERY CLICK, TAP AND SWIPE.

Brand, track and optimize every touchpoint with Bitly, the world's leading link management platform. [Learn More →](#)

Paste a link to shorten it.

SHORTEN

GET STARTED FOR FREE

or Go Beyond the Basics →



ACT THINK **IMPACT**



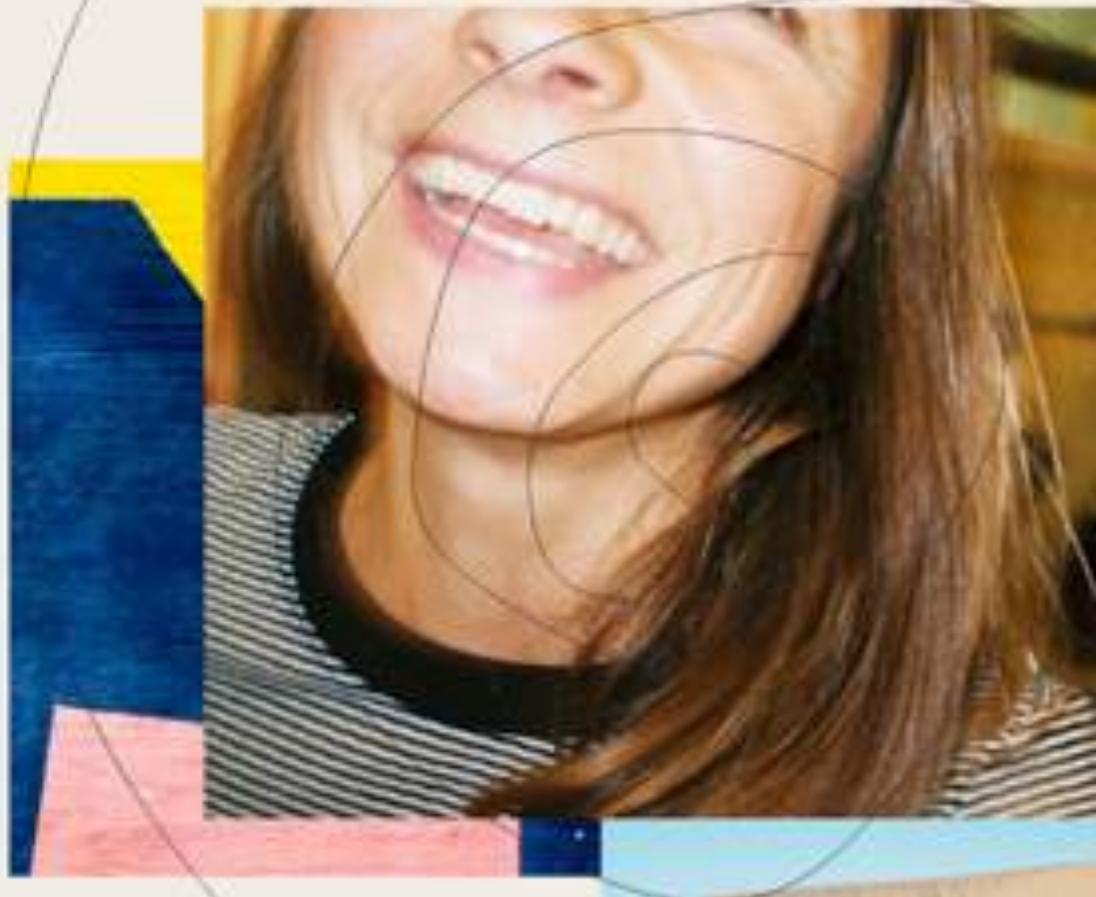
**KEEP  
CALM  
AND  
PASS THE  
QUIZZ**

# How you ask is everything.

The versatile data collection tool for professionals. Typeform makes asking easy & answering refreshing.

[Sign up free](#)

[See examples](#)



# TYPEFORM

Fabrique de formulaire par déplacement de bloc

Placement du formulaire sur :

RS

RSE

Website

Blog

Récupération d'informations sur XLS





# TOOLS

# **Dessin d'un Mind Map**

**essai de classification de  
nouveaux éléments**



XMind



XMind 8  
The Most Popular Mind Mapping Tool

10th ANNIVERSARY  
2004-2014

© 2000-2014 XMind Ltd. All Rights Reserved.

coggle

coggle.it



Compress PDF



PDF Converter



PPT to PDF



PDF to PPT



JPG to PDF



PDF to JPG



Excel to PDF



PDF to Excel



Edit PDF



Word to PDF



PDF to Word



Merge PDF



Split PDF



Rotate PDF



eSign PDF



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86.23 MB - 1.21 MB

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GoogleTrends

TXT sublime

Browser (Chrome)



HTML



CSS



JS



WORDPRESS



FTP

Sketch3 / iDraw

Canva

Cloud SAAS PAAS

AWS / OVH

bunkR / Prezi

TRELLO / Scrumblr

GoogleDrive (Gantter)

Hadoop

Doodle

SalesForce

Merkato

NODE

ANGULAR D3js



PRESTASHOP





**LinkedIn**