Beat: Business

IMPACT 22 - POSITIVES TRANFORMATIONS

MAY 10 @ INSTITUT DU MONDE ARABE

PARIS, 28.05.2022, 09:33 Time

USPA NEWS - What transformations are really at work, in matters of social policy, societal ambition, environmental objectives in large groups as in all companies present in France? How communication can support these transformations, and how does the sector get itself up to speed? What are the main obstacles and what are the growth accelerators for these policies in 2022?

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After the success of the 1st Edition, CB News and Havas Media came back with a New Edition of this Annual Gathering. Sharing of experiences, experts in the field, policies and actors of this key subject following each other on the stage @ the Arab World Institute in Paris (Institut Du Monde Arabe). It was on May 10, 2022.

The Pace of Change is increasing rapidly throughout the Economy but finding your Path through this Change can be difficult. Organizations, their Management, and Individual Employees are all challenged to keep Pace with rapid Innovation Cycles. Successful Companies must continuously and proactively question and adapt their Business Models, Ecosystems, Value Chains, Offerings and Communication Structures.

There are many Trends to be followed such as: Business Model Innovation, Business Resilience, Connectivity, Customer-Driven Business, Industry 4.0, Alternative Models and Forms of Work, Process Excellence, Regulatory Compliance.... It is essential to think of Strategic Transformation and Operational Implementation together.

Photo (L)
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Photo (R)
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- Maha BENMAIZA, Director of CSR and inclusive insurance AXA France

Business Transformation is all about identifying Techniques, New Processes, and Technologies that aren’t being used to their maximum capacity. It requires understanding how Alternate Solutions can be applied to further gain Market Share, increase Revenue and Customer Satisfaction or reduce Operating Costs.

Organizations undertake Business Transformations to create Additional Value. This may mean unlocking the Potential of Employees, harnessing Intellectual Property and Proprietary Technology for Additional Purposes, or becoming more efficient to maximize the Company’s Potential.... For many Organizations, this is not a simple process, particularly within the Organizations that have a Mindset that fears Change. Therefore, how you deal and communicate with Employees dictates how successful the Transformation will be.

High-Performance Organizations are linked to being Mission-Driven Companies. Mission Statements must reflect Commitment to Higher Social Good for the Community they serve, both Local and Global. Authenticity and Transparency build Trust. Companies that cultivate a strong Work Culture driven by Deep Engagement and Meaningful Work find Success, beat the Competition and retain and attract High Performing Talent.

To move forward with creating the Right Mission and enforcing it appropriately, to consider Strategic Alignment over Business Strategy. To start with an Accessible and Clear Mission — the Practical Reason for the Company's Existence comes second to how, what and when. Mission brings Clarity, Awareness, Engagement, Innovation, Improvement and Achievement.

Many employees go to work to do their Job and earn their Take-Home Pay. How do Employees feel beyond this point? What is the Work Experience like? Do they feel their Job adds value to Life? All of these Factors are highly important to determining Success.

Diversity and Inclusion are essential today. It also puts Companies in the Position to hire the best Employees from a Diverse and often Untapped Candidate Pool while increasing Customer Satisfaction with their Services. Diversity brings together People from different Backgrounds, showcases a Variety of Perspectives and leads to Innovation and creativity.

* Introduction by
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Source: "Impact 22 - Transformations Positives" Summit @ L'Institut Du Monde Arabe in Paris. Held on May 10, 2022.
Organized by CB News & Havas Media.

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Article online:
https://www.uspa24.com/bericht-20891/impact-22-positives-tranformations.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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Official Federal Reg. No. 7442619