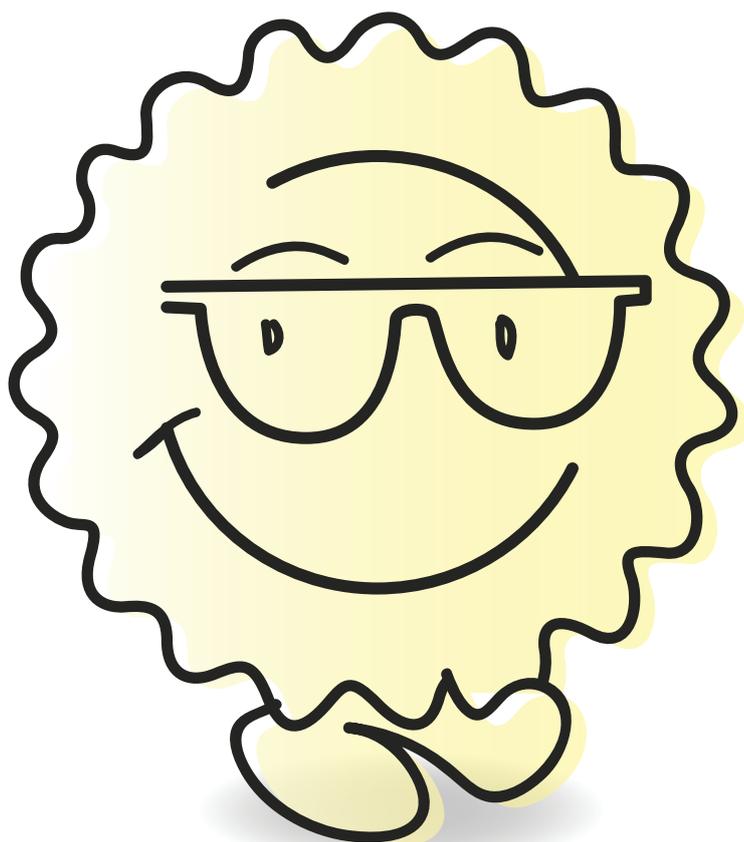


15 PRINCIPLES TO BE AT YOUR BEST
AND FIND NEW CUSTOMERS
(during and after the crisis)

TAKE ACTION NOW!



WHITE PAPER
SPRING 2020



What if we all consider that this health crisis is a great opportunity to strengthen our businesses, gain market share from the sclerosed companies and be prepared to absorb the significantly increase in number of customers who will be surging after everyone has resumed normal activities?

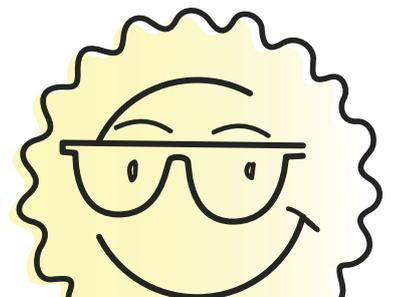
We, the authors of this White Paper, are convinced that there will be different ways of operating and believe that many business leaders, caught up in their daily lives, do not think enough about their strategies... and now is the right time to change their posture and to think. This White Paper is the sum of the expertise of each of us. It addresses 4 crucial themes: leadership, human resources, organization and communication.

So, get moving, stop watching TV shows, walk around where you can, then isolate yourself, read avidly and at your own pace this collective work, then close your eyes, visualize your next actions to implement, call your loved ones, and peacefully, get into action!

It is by remaining positive and constructive, by implementing good practices, by adopting a different way of approaching your business that you will succeed. Of course, you can share this book with your networks. We are not selling anything; we just want to share with you key elements of our know-how.

And you can just send us a « **thank you** ». It's so simple and so much fun.

The Authors



LEADERSHIP

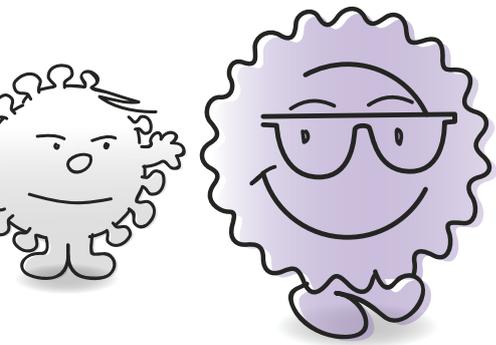


Page 4 **UNDERSTANDING AND INTEGRATING
THE LAW OF INTENTIONALITY FOR
GREATER EFFECTIVENESS.**

Page 8 **SET YOUR NEW RULES OF THE
GAME OR LET THE MEANING TAKE
CONTROL.**

Page 12 **BUSINESS OWNERS, TODAY IS THE
FIRST DAY OF YOUR FUTURE!**

**WHITE PAPER
SPRING 2020**



Understanding and integrating the law of intentionality for greater efficiency.

In what way could this notion of intention be useful in the daily life of an entrepreneur, a leader and quite naturally of every human being?

Leadership is simply **influence**, because influence is the true measure of leadership, no more, no less. Our daily life is based on our ability to influence. Influencing our family, our friends, our teams, our customers... We could use this analogy to illustrate this point: *“he who thinks he is leading and is not followed by anyone, is just taking a walk,”* and we all know such persons.

This is only an observation and not a judgement. Leadership, in no way, can be tied to any title, responsibilities, office size or financial benefits that complement a hierarchical position within an organization.

Martin Luther King was asking this life most persistent and urgent question, which I think, we should all ask ourselves:

«What Are You Doing For Others?»

With time, experience, ups and downs of a diverse life path, and even though money is an important tool serving our actions, the gage of my professional and personal success can be summed up in the number of human beings that my actions will have positively and significantly influenced.

Reading the numerous books written over the last 50 years by John C. Maxwell, number one world reference on leadership, many laws apply to personal growth, personal leadership and team leadership⁽¹⁾.

Of all these laws, the one that seems to be the most important is called the Law of Intentionality.

It could be summarized as follows:

«The only guarantee that tomorrow will be better is that you are growing today».

Indeed, no growth is due to chance, but is the result of deliberate reflection. In order to be able to act for others, to live by a universally known philosophy, *«Giver's Gain»*, and to have a positive influence on others it is necessary to intentionally add value to them.

However, there is a big difference between knowing, wanting and acting.

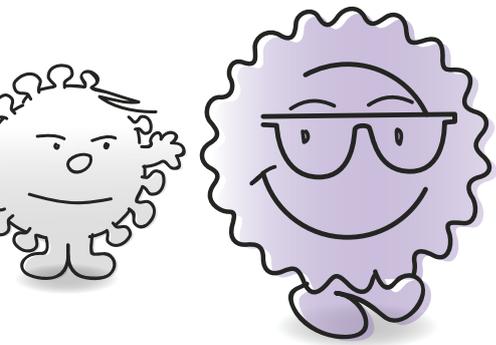
It is necessary to be growth conscious and not goals conscious.

Growth never ends, whereas when goals are achieved, they are celebrated.

And the more we know, the more we don't know.

Creating a conducive environment is crucial for growth, as well as establishing a personal growth plan.

More than thirty years ago, I had no awareness of these facts. The five years spent serving France in the Alpine troops, after an apprenticeship at the High Mountain Military School, had certainly been motivated by a passion for mountaineering as well as a desire to get out of the family environment and prove to myself that I was capable of becoming an independent man.



Understanding and integrating the law of intentionality for greater efficiency.

Then it was the fruit of chance, opportunities, and not particularly thoughtful choices that shaped my life path. Benjamin Franklin said, «*If a man empties his purse into his head, no one can take it from him. An investment in knowledge always pays the highest return*». Every experience, every job, was a source of learning, until I crossed paths with the existence of personal development in 1992 in Canada.

My first book was «*The Magic of Thinking Big*»⁽²⁾, and since then the list of books in my library has only grown.

Let's illustrate the application of the law of intentionality

In order to grow every day and learn, I keep an Excel® file for my library, with 3 columns. One for books bought and read, one for books bought to read, and one for books to buy. I keep a notebook, and each book read, is the subject of notes with references to the annotated page, to be able to refer more easily to this learning.

To be aligned with my will of adding value to as many people as possible, I have chosen to have in my diary only two daily reminders.

- One for early morning: «*To whom are you going to add value today?*»
- One for the end of the day: «*How did you add value to others today?* ».

This added value to others can be illustrated by a sincere smile given to the cashier in your store accompanied by a kind word, by sharing a new skill you have acquired, by reaching

out to someone in difficulty, by listening more attentively, by taking into consideration the behavioral style of your interlocutor and adapting accordingly, implementing the platinum rule⁽³⁾ at the same time.

To develop my relational skills, the daily application of the Four Agreements⁽⁴⁾, is one of the keys to develop harmonious relationships. «*Today my word will be impeccable, I won't make any assumptions, I won't take it personally and I will do my best*». These four agreements are written in my portfolio so that I can read them often and not forget them.

Define and write your growth plan

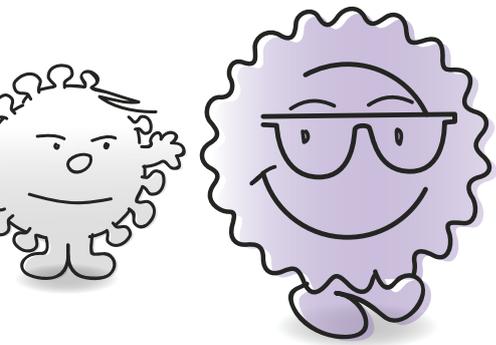
As you will have understood through these few lines, we can have a career plan, a financial investment plan, a real estate investment plan, very rarely a personal growth plan.

This must start with the definition of what needs to be improved, soft skills and know-how skills. Then by planning in your agenda for the next twelve months, daily moments of reflection that will facilitate this learning. A soft skill, essential for a leader, is to develop his listening ability.

When we express ourselves, we are only repeating what we already know, whereas when we intentionally listen, we learn.

Learning to listen in order to understand, not hear in order to respond, takes time and a lot of intentionality

To complete this listening, an essential question must be asked to the interlocutor: «*What am I missing, Did I understand everything well?*»



Understanding and integrating the law of intentionality for greater efficiency.

I can also decide to change my attitude, which is only under my control.

I can choose to have a negative attitude, just as I can choose to have a positive attitude.

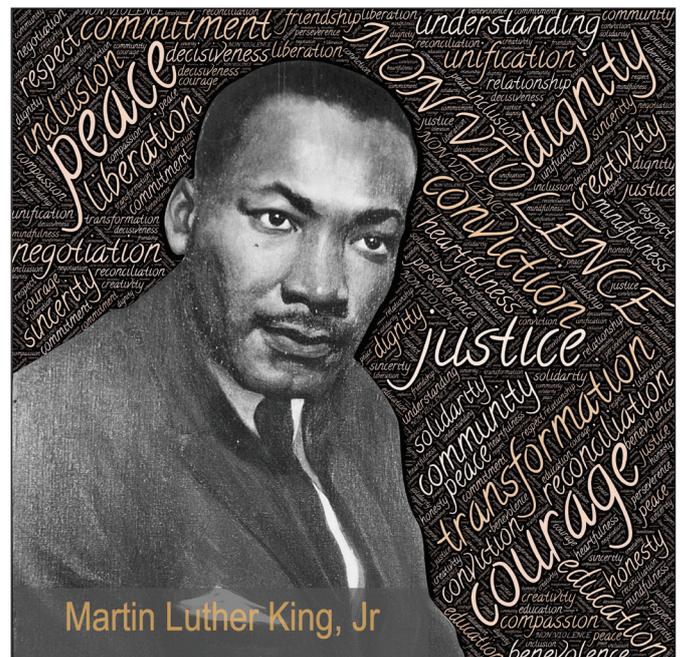
When we are confronted with an event over which we have no influence or control, as is the case during this pandemic, it is not what happens to us that is important, it is what happens inside us that is essential.

This is where the intentionality of our choice of attitude makes all the difference. It will determine the results we get, either negative stress and the release of cortisone in our bodies, or a sense of relief, a sense of positive, of having acted in accordance with our own values.

This law of intentionality accompanies us throughout our lives, it governs and influences our choices, determines who we are, who we will become and the results we will obtain in all areas.

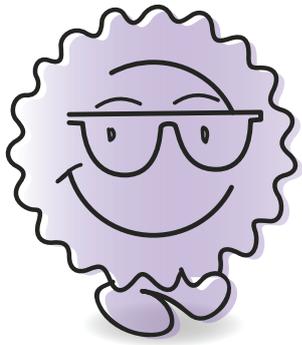
Understanding it, apprehending it, implementing it, mastering it for our own benefit, teaching it and sharing it to add value to others, gives meaning to our daily actions.

Jean-Michel STEBER



Martin Luther King, Jr

- (1) The 15 Invaluable Laws of Growth, the 21 Irrefutable Laws of Leadership, The 17 Indisputable Laws of Teamwork
- (2) David J. Schwartz, book published in 1959
- (3) The golden rule «*treat others - in business and in life - as you would like others to treat you*». The platinum rule «*treat others as they would like to be treated*.»
- (4) The Four Agreements: A Practical Guide to Personal Freedom by Don Miguel Ruiz



Understanding and integrating the law of intentionality for greater efficiency.



Jean-Michel STEBER

+33 (0)6 11 37 34 34
jms@okhros.fr

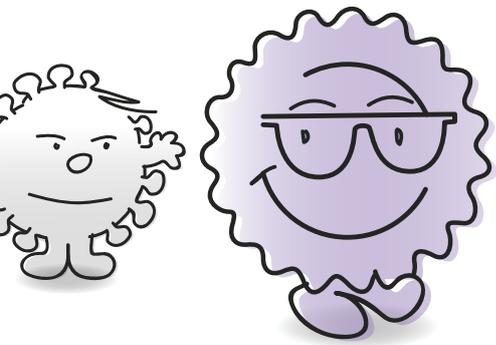
Within the JOHN MAXWELL TEAM COMMUNITY, we support organizations, leaders, teams and individuals in understanding, discovering and mastering the fundamental ingredients of leadership through masterminds, workshops, coaching, games and conferences.

www.johnmaxwellteam.fr



The JOHN MAXWELL **Team**

LEADERSHIP



Set your new rules of the game or let the meaning drive.

«The two most important days of your life are the day you were born and the day you figured out why.» Mark Twain

What if Your Reason for Being was your lever to get through this phase of containment and secure your future?

Confinement forces us to go back to what is essential: our vitality and our emotional management, our family, our reason for being as human beings, ultimately to share and contribute. Mutual aid, solidarity, listening, relationships and service to others have never been, for the majority of us, as important as they are today. What if the opportunity for this containment was to restore meaning to our daily lives, to readjust our boundaries/limits, to finally respect the rules of the game of life?

All right, why not!

But, what does it have to do with business and a company? Especially since many companies may be closing down, are already unprofitable, losing too much revenues. Others, at the same time, have been overwhelmed and overworked for the past few weeks. This is precisely the time to balance sheets: in our own life as a person and for the Company as a leader.

Would this be an opportunity to initiate meaning, to make this company a vector/tool serving people and their fulfilment? And no longer a «bidness» confining and pressurizing them.

Surprisingly, a company can operate without meaning... It can offer a product or service that meets consumers' expectations. Nevertheless, it will have difficulty innovating, leading a cultural transformation, adapting to profound

change, reflecting the current context. Failure to clearly define the culture of your company means running the risk of seeing it grow while becoming diluted and gradually losing its soul, strength and cohesion.

The small business is then at risk for experiencing a crisis, falter and being bogged down.

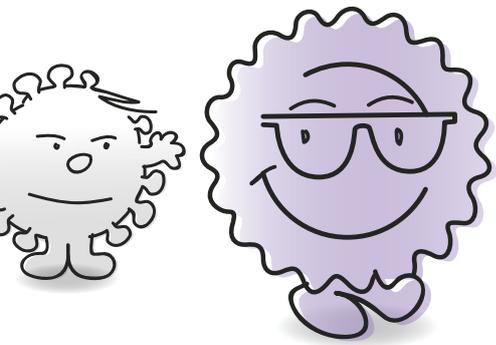
Moreover, 51% of French people consider that a company must be useful for society as a whole, before being useful for its customers (34%), employees (12%) or shareholders (3%)⁽¹⁾.

However, many companies still do not take enough time to question their "Raison d'Être" and culture.

The importance of a «Raison d'Être»

So, here are 4 key factors for the «Raison d'Être»:

- **it is an act of shared governance and management:** carried by the Executive Committee, it provides a frame of reference for decision-making and expected behavior. It becomes a common language for the various teams and stakeholders. It motivates future employees.
- **it places the company in a societal dynamic:** it links the strategy to common needs, at the service of human beings and their environment.
- **it forms the root of a long-term vision:** it places the company in a long-term strategy, which constitutes a compass, making it possible to define specific measurement requirements and indicators.



Set your new rules of the game or let the meaning drive.

- it asserts a marketing positioning and customer base in line with its values and vision: it attracts its customers around a common message, its communication being optimized by an emotional discourse, more impactful than a rational one.

So finally, as a leader, how can we affirm this «Raison d'Être»?

Two phases: doing it for yourself while this containment lasts and then share it in a team. Here is a suggested 5 steps recipe:

1/Define your Why: What made you want to take over or start this company? What was your initial dream? What is your contribution today, tomorrow, in this changing society? Why does your company exist? How does it want to contribute to the new society that is emerging? What new direction would you like to take now?

Most often, these questions are no longer the leader's topic. He focuses on joining the margins and profitability race. For example, «*Spreading Beauty*» doesn't have the same meaning as distributing luxury perfumes, «*Partner of Real Estate Life*» doesn't have the same impact as selling goods?

2/Clarify your game's rules: in this phase of returning to oneself, which principles are essential for you? What are your values? What seems now non-negotiable? What observable behaviors do you associate with them (internal/external)?

3/Focus on applying these principles today and bring them to life around you. New habits take hold over time because they are practiced assiduously. They are the «abs & butt» of attitude.

In this phase of confinement, how do you take care of yourself, your family, employees, clients, former customers and partners?

4/Celebrate your successes and those of your acquaintances (colleagues, clients, friends). **Analyze the obstacles** limiting you, note your fears and tame them to identify the message they are sending back to you. In this way you will move forward seamlessly.

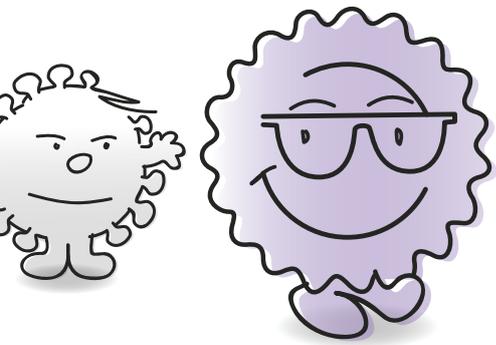
5/Give yourself daily breaths to dream about the company and the leader you want to become. Instill this feeling and spread it regularly in your daily life.

Today, it is no longer enough to say, «we have to change society!». We have to describe what other society we want for the future and embody it now.

The opportunity before us, even if it may be perceived as a provocation by some who already see themselves mired in debt, is to reinvent the society in which we want to grow old.

Let the meaning drive that change. It starts with you, leaders

So, ready to work on your business? Set the course for a changing society and make your own contribution? It's up to you!



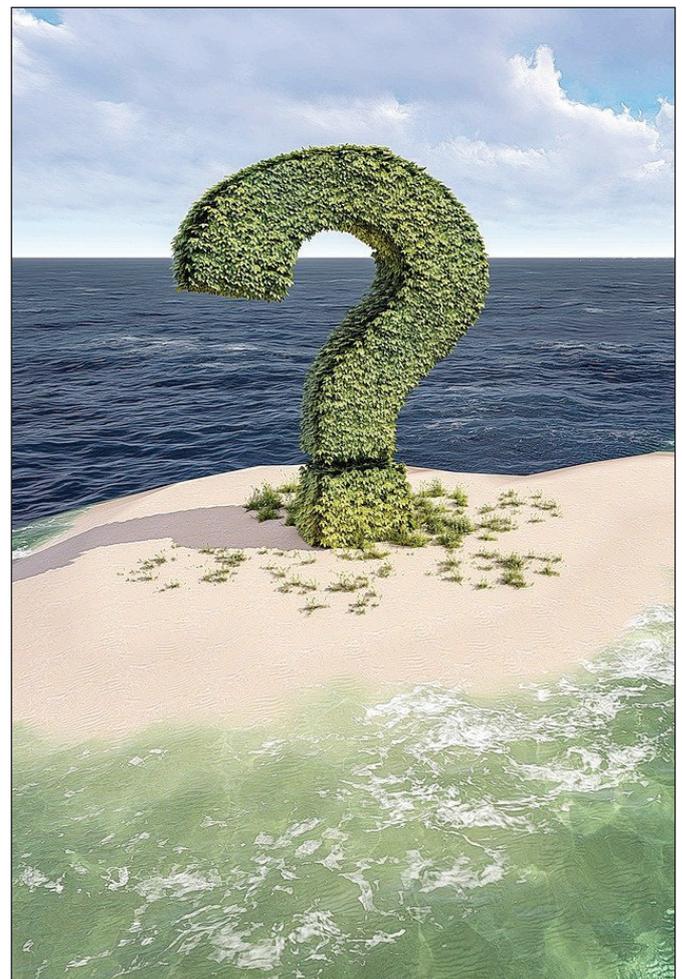
*Set your new rules
of the game
or let the meaning
drive.*

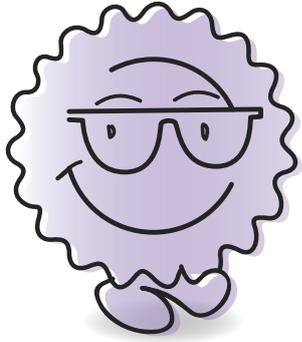
My advice

- write down your why and the basis of your «*Raison d'Être*». Some tips for a powerful one: give it an emotional dimension, have a societal and environmental impact.
- imagine a newspaper article highlighting your entrepreneurial successes over the next 10 years, describing in detail how you achieved them.
- take advantage of the time that is «*offered*» to you: call your teammates and customers to take care of them and listen to them, give them free advice so that your «*Raison d'Être*» can inspire them.

Julie GIRARD

(1) Source: IFOP, Terre de Sienne, La valeur d'utilité associée à l'entreprise, September 15, 2016].





*Set your new rules
of the game
or let the meaning
drive.*



Julie GIRARD

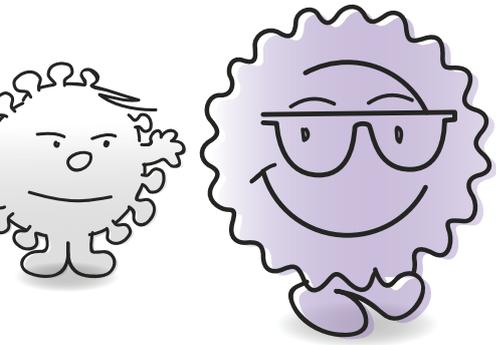
+33 (0)6 22 59 09 50

julie.girard@you-up.fr

YOU UP offers you to Work Less to Earn More, propel your business to contribute to a world of prosperity.

www.you-up.fr





Entrepreneur, Today is the first day of your future!

Live the moment well to prepare for the «after»!

Confined!!!

Unusually constrained, everyone experiences in its own way, the dizziness of his own emotional scrollbar... and this scrollbar is put to the test... confusion lurks, thoughts become blurred, future outlooks fuzzy... hard to plan ahead in these conditions...

Strange, new, disturbing, confusing situation, at first amusing for some, frightening for others. Suddenly constrained living conditions... new experience of promiscuity more or less accepted, of solitary life more or less assumed. Flooded by information and hoaxes, imbued with uncertainty, minds are flaring, ideas darken, absurdity reappears, fear infiltrates, revealing in some fallback, cowardice and greed, in others commitment, solidarity and heroism.

I can't believe that we are only at the beginning!

This situation acts as an amplifier of emotions and our state of mind in general; a state of mind that has a double energy polarity, negative and positive.

But what do emotions have to do with this story?

You've probably already experienced it, there is a direct correlation between the emotional state in which we think, we decide, we act and the quality of the result that we get.

Optimistic by nature? Divided between annoyance, hope, confidence and enthusiasm, the results will undoubtedly be different from the Pessimist by nature, whose emotional lift

may oscillate between fear, anger, anxiety, mistrust and perhaps acceptance?

As an illustration, (true story)

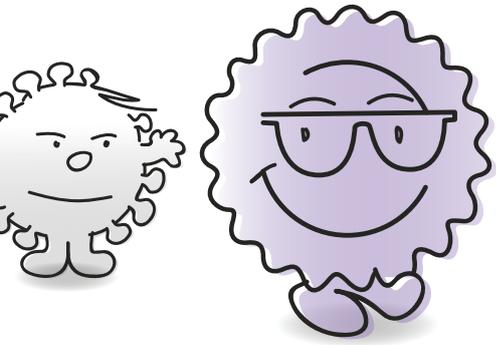
On a winter morning, John B., manager of several franchised sandwich shops in Paris, is notified, of the loss of one of his major customers (representing 28% of the turnover of one of the 2 shops). John's primary feeling: annoyance, very quickly supplanted by the hope of getting out of this situation quickly, and then the sense of trust he has always placed in his eight ladies, collaborators.

After a few hours of reflection, John made the choice to directly talk about the situation with his entire team, presenting them with several hypotheses before suggesting that they should think themselves about possible solutions.

Two days later, and without any further consultation, in total trust, concrete actions were suggested, decided and implemented by the team (among the ideas proposed spontaneously: flyers distribution to local companies after the working hours for 6 weeks, on a voluntary basis, 15% reduction in salaries, this last point not having been accepted by John...) Result = lost turnover was compensated in only 2 months.

What would have happened if John, under the weight of concern for the benefit and safeguard of his business, had decided and initiated, after the enlightened advice of his lawyer and accountant, a redundancy plan?

In the perspective of coming out of the crisis, at what level of your emotional scrollbar do you choose to position yourself?



Entrepreneur, Today is the first day of your future!

I have great news for you! It's up to you!
You can take control and master your state of mind by choosing the quality of your thoughts!
No more, no less!

So, adopt the right psychology:

«Your emotions are nothing more than states of mind and the state of mind is likely to be controlled and directed. In order to receive from life, you only need one thing: a favorable state of mind!

You are responsible for making sure that positive emotions are the ones that dominate your mind. Develop the habit of practicing and using positive emotions, and they will eventually dominate your mind to the point where negative emotions are unable to penetrate it...» ⁽¹⁾

You are responsible for the emotions and feelings you are going through, be aware that it's only a reaction, so just take control by asking yourself the right questions.

Answer precisely the following questions, they will help you:

1. Where are you at, right now?
2. What are you feeling?
3. How do you explain this feeling? (the answer cannot be external to yourself)
4. What emotion would you like to feel right now?
5. So, what do you decide to focus your thoughts and your mind?

6. What is THE major question you are asking yourself NOW?
7. How does this question limit you or, conversely, help you?
8. Does it help you to live a serene, positive and constructive confinement, or rather a negative, and scary moment?
9. Does it help you to prepare yourself quietly for after?

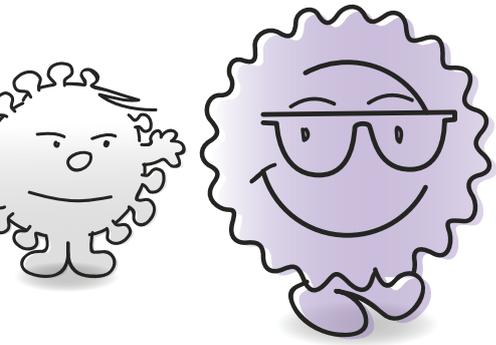
What better question can you ask yourself right now that would get you out of this situation in a positive way?

8 simple tips:

- Meditate every morning
- Organize each of your days in detail and on a weekly basis
- Move around regularly
- Eat light, varied and tasty food
- Prepare carefully for the upturn
- Laugh heartily
- Give someone a hand

Last but not least, surround yourself and stay in touch all the time with the people who inspire and pull you up!

Stay in touch every week, throughout the crisis, individually and collectively with your teams, your customers, your suppliers and be flooded yourself with positive emotions!



Entrepreneur, Today is the first day of your future!

Example of a positive message from a combative and enthusiastic Parisian entrepreneur in the construction industry sent to his employees.

Good morning, everyone,

As our customers are forced to postpone their activities, our company will close its doors as of this evening and for a minimum of 15 days. We are therefore compelled to partial layoffs for all employees during the period of confinement starting tomorrow Wednesday March 18, 2020.

The leadership team remains active and will take advantage of this period to prepare the company for a successful recovery.

Our two main focuses during this period are:

1/ Increase...

2/ Complete...

More than ever, I am convinced that this is a real opportunity for our company to increase its efforts and get closer to the vision that we share so enthusiastically every day. The world is going to change profoundly, and this pandemic will cause us to rethink the way we buy, sell, move around.

The big winners will be companies that will be able to...

Today I would like to thank you all. Thank you for your commitment, thank you for your energy and for your trust.

I invite you to take advantage of this time to exercise, read, educate yourself, prepare for the recovery and especially enjoy your family.

We maintain our weekly meetings in order to keep in touch and take news about each other and projects in run.

See you soon! With you, anything is possible!

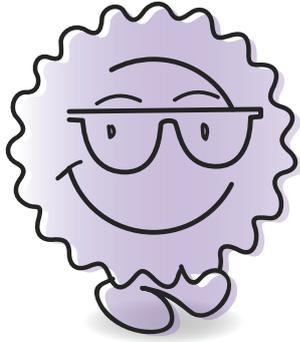
JM and I of course are available if you need us, our phone are open 7 days a week and 24 hours a day.

Kind regards to all of you

What concrete and immediate benefits could you obtain by deciding to think, decide and act in this way?

Thierry MOUTON

(1) Napoleon Hill "Think and Grow Rich"



*Entrepreneur,
Today is the first
day of your future!*



Thierry MOUTON

+33 (0)6 23 66 55 43

thierrymouton@emcw.paris

EMCW assists heads of family businesses in France and Africa in the development of their activities and the sustainable strengthening of their quality of life.

www.emcw.paris



HUMAN RESSOURCES



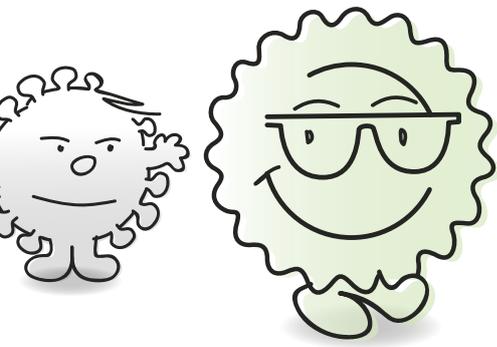
Page 17 **OUTPLACEMENT: PREPARING FOR WHAT COMES AFTER, CLARIFYING YOUR PROJECT, INVOLVING YOUR NETWORKS.**

Page 22 **DO YOU HAVE AN IDEA OF THE LEVEL OF WELL-BEING IN YOUR COMPANY.**

Page 25 **CONTACTLESS RECRUITMENT!**

Page 29 **MAKING PROGRESS THROUGHOUT YOUR LIFE TO MAKE YOUR DREAMS COME TRUE.**

WHITE PAPER
SPRING 2020



Outplacement : preparing for what comes after, clarifying your project, involving your networks.

You are an employer, you want your employees to be able to bounce back, evolve, change jobs, and stay in the loop. Sometimes you are forced to impose external developments dictated by circumstances (M&A, sale, relocation, crisis period, etc.).

Supporting employees in difficult times is also one of the challenges of the company manager. Using outplacement services, is a double guarantee for your employee when helped by specialists:

- his professional transition time is drastically reduced
- his integration into his new activity is monitored and controlled

Employees, you've always thought searching for a job is complicated. Whether or not you're on the job. Furthermore, if you are over 40, if you have not graduated from high school, if you do not speak fluently another language, if you have not had your first experience in major listed companies. And even though...

Changing jobs, seeking for a job, doesn't have to be complicated: it's mostly a full-time job. A job that involves mastering the tools for sales, and those for written and verbal communication, networking, on a market where the interlocutors are uncommon, often perceived as «weird», «strange». I'm of course talking about the job market.

The use of outplacement services is a real booster, saving time. and efficiency.

What can we do today?

If you are a company manager, If you are a company manager, I invite you to promptly contact us.

If you are an employee, I invite you to prepare for the future, and with the support of your employer... since he is to contact us!

Preparing for the future...

Despite the current circumstances, which are very difficult and sometimes painful, I remain convinced that these are great times. Great in the sense that the opportunities have never been more present, numerous and diverse.

Some seem to rely on chance, on mere «luck»⁽¹⁾, their lucky star... and succeed. Appearances are deceiving, no success is due to chance. Successful completion of a project always requires significant preparation. Whether in top-level sport, in the world of science, business or research. Louis Pasteur* had this famous formula:

«Fortune only smiles on the well-prepared mind».

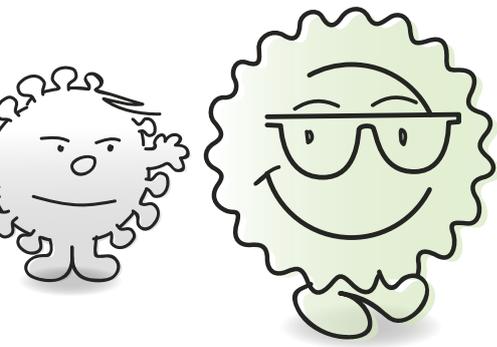
Take advantage of these upheavals in your life and work habits to take the time to clarify your project. Whether you are considering a change (including in your company) or are already actively looking for a job...

I firmly believe that when this health crisis is behind us, time will speed up. Those who have prepared will at least be one step ahead.

Clarify your project

Our «poor» brain, rich though it may be, is always a little lazy. Almost all of us have an unfortunate tendency to think of the future as a continuation of an embellished past.

Clarifying one's project does not mean showing that tomorrow I will be the boss instead of the



*Outplacement :
preparing for what
comes after, clarifying
your project, involving
your networks.*



boss or director in an organization or structure that is just waiting for me! Above all, it means «*settling down*», taking stock of my ten, fifteen or more years of professional experience. It's not an assessment, but an objective look.

My successes, my failures, it doesn't matter.

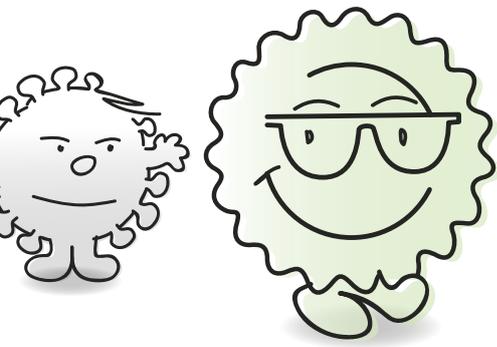
The most important thing is to validate the talents I draw from them without pride or false humility. But how do you keep calm and clear-headedness? Rely on perceptible facts: the situation, the stakes, the difficulties, the results. From then on you will «*see*» each of your talents, illustrated in a tangible way. The same approach can be applied to who I am, to

my behavior facing adversity, difficulty, or an irascible boss.

And find and figure out elements of an answer to the so dreadful question: what are your 3 qualities and your 3 major faults?

Illustrate our behavior in real-life situations and on these subjects are worth a thousand hazardous assertions and demonstrations. No one is rigorous 365 days a year and 24 hours a day.

«*Public speaking is not my favorite exercise*»... so I prepare myself all the more, with example(s) to back it up. Of course, I was able to identify my talents, but... what about my motivations?



Outplacement : preparing for what comes after, clarifying your project, involving your networks.

This seems obvious, yet some candidates continue to sell talent without the associated motivation. So, what good is a talent, a professional expertise, if I don't want to bring it to life?

It is at this point that you may consider transferring your talents. To another industry, another region, another country. In a project that has nothing to do with your past.

This is also the time to prepare your spirit. Be open, curious, meet other people, collect and share their experiences and analyses. Tell yourself that most of the time you will have as many opinions as the number of people consulted (a little like your resume!!)

It doesn't matter! The main thing is that you have collected elements to shape your project.

Involving my networks

In this emerging 21st century, we could pay tribute to Molière** and pastiche *the Imaginary Invalid*.

- *I didn't graduate from a major university*
- The network, sir
- *I haven't looked for a job in over 15 years*
- The network, sir
- The network, the network, I'm telling you!!!

It is true that everyone praises the virtues of the network. Not a week goes by without a publication or a post about it.

But you still have to learn how to oversee it. You don't become a Grand Prix driver because you have a driver's license or because you regularly drive a powerful vehicle.

The same goes for the network. Create your profile on a platform, haunt the evenings and professional after works, sign up to all trade shows, collecting business cards, none of this makes you a professional networker.

I appreciate and share this definition⁽¹⁾: to be a man, or a woman, of network is to be the one through whom everything will pass. It also means putting the people I meet in a situation of success, allowing them to meet the «*right people*» at the «*right time*».

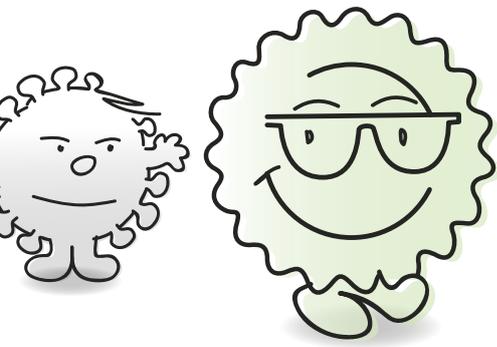
Involving my networks is above all, giving. Giving information, giving tips (real ones!! Not bum ones !!). It's listening: no real networks without listening. Listening is showing an interest in people; it's showing attention to others. To listen is to make one's project grow.

If I engage in this logic of giving, of openness, I will inevitably receive. Answers, ideas, information. Once again, I will not find my dream position directly via the network. But the network can help me get on that path.

And the so-called «*social*» networks?

Of course, you should take advantage of this lull, or this storm, to polish your profiles. Check out your «*colleagues*» profiles or those who perform similar occupations. Or of those who work in an industry you dream about. Make yourself some models. Read them over. Have them proofread by specialists: again, real ones (check qualifications and references of consultants of all kinds).

And take advantage of this time to temporarily deactivate your profile. Yes, you've read it right! Deactivate your profile, work on it, and release it in broad daylight when the work is finished.



Outplacement : preparing for what comes after, clarifying your project, involving your networks.

After that...

You have just had a quick overview of the beginning of an outplacement process. Preparing for the future, clarifying your project and involving your networks are essential. Individual coaching and research techniques training are always indispensable. For, on these subjects, it is essential not to be alone, confronted with its questions and uncertainties. Even if the answers are most often within us, an external light will highlight them.

Good luck to you all for the coming weeks.

My lines remain open and any exchange and contact (on-line) are welcome from present.

Xavier PERLEAUX

« It's not because things are difficult that we don't dare, it's because we don't dare that they're difficult ».

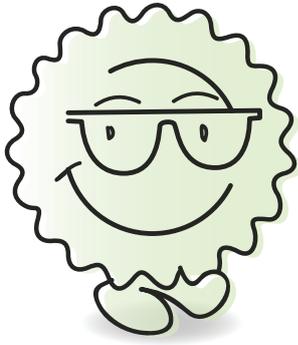
Seneca

(1) Le facteur chance ? https://www.youtube.com/watch?v=OoF-_1YKjSU

(2) Definition borrowed from Philippe Gabilliet

*Louis Pasteur was a French biologist, microbiologist and chemist renowned for his discoveries of the principles of vaccination, microbial fermentation and pasteurization. He is remembered for his remarkable breakthroughs in the causes and prevention of diseases, and his discoveries have saved many lives ever since. He reduced mortality from puerperal fever, and created the first vaccines for rabies and anthrax

**Jean-Baptiste Poquelin, known by his stage name Molière, was a French playwright, actor and poet, widely regarded as one of the greatest writers in the French language and universal literature. His extant works include comedies, farces, tragicomedies, comédie-ballets and more. His plays have been translated into every major living language and are performed at the Comédie-Française more often than those of any other playwright today. His influence is such that the French language itself is often referred to as the *«language of Molière»*



*Outplacement :
preparing for what
comes after, clarifying
your project, involving
your networks.*



Xavier PERLEAUX

+33 (0)6 86 77 65 88

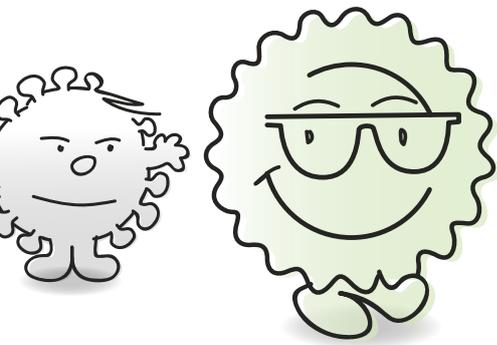
xavier.perleaux@jobinside.fr

JobINside

Specialist in outplacement,
preparations for professional transitions,
from individual coaching to job search.

www.jobinside.fr





Do you have an idea of the level of well-being in your company?

A company's performance is increasingly linked to its ability to look after the well-being of its people. But how do you put this in practice?

One solution: the use of a mobile application.

Two points to be considered:

- 80% of working people are looking to regain a solid energy to cope with everyday professional life.

A mobile application meets this issue by offering, according to the user's profile, an adequate diet and physical activity adapted to the user's possibilities (physical level, availability, existing equipment).

- 17% of French managers are in burn-out.

A mobile application adapts a progressive strategy in order to help the user get out of the different burn-out ruts. Practical tools of positive psychology are recommended in order to boost the mental state and get back on track.

A rebalancing of the neurotransmitters allows to recover those generating a cascade of negative effects on attitude, sleep, addictions, anxiety, procrastination, relationships... Users are monitored over time, motivated, advised on their diet, physical activity, complementation, lifestyle, promoting a positive spiral to find in a few months the path to well-being.

You are no longer alone and, above all, no longer victim of the intoxication of internet pseudo advices. Our sources are medical, from scientific studies.

How to set up a company health barometer?

Mobile application user is to confidentially declare his personal barometer based on a

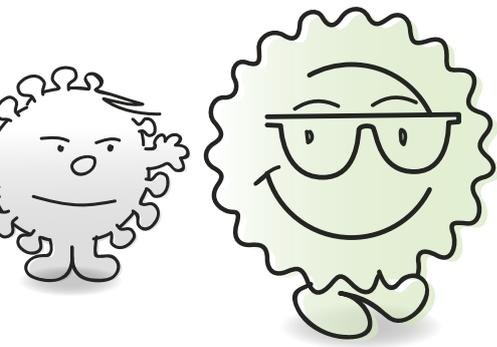
scale from «one to ten» concerning his levels of: well-being, energy, physical condition, motivation, fatigue, stress, back pain, good mood. The data collected will be averaged (non-nominative) and presented on the Dashboard of the HRD or the manager or QLW manager (Quality of Life at Work) depending on the company size. A point of interest is the curves' evolution based on a weekly overall vitality history and the performance indicators. Then we can assess the progression linked to the use of the application and this according to the seasonality of the work and the peaks in the company's activities.

The employees' smartphone turns into a real COACH!

Employees' smartphone turns into a real COACH to help them take care of their body, increase their motivation and monitor their progress.

The advantage of modern apps is that they have become very close to us thanks to our smartphone. They can connect to different objects: watch, scale, blood sugar level, blood pressure level, heart rate monitor, pedometer and use their data to provide personal progress statistics. The apps artificial intelligence (AI) runs for the user, boosts his daily performance in complete safety and according to scientific advances.

AI adjusts to the user's mental profile and confidentially analyzes all data. It renders the analyses in the form of advice and videos in order to raise the user's awareness, rewards good results, encourages in difficult moments.



Do you have an idea of the level of well-being in your company?



- **Physical activity and sport:** performing better while staying safe.
- **Health:** reduce the negative effects of treatments and illnesses.

For each goal, the user is advised in his progression until completion.

My advice

Using a mobile application gives results that will directly impact employees, their level of well-being, energy, fitness, fatigue, stress, motivation, back pain, general health and good mood.

The user's practice is individualized, and his data is managed in full confidentiality. The data must be encrypted for greater security and saved on secure servers.

The mobile application provides effective methods to help employees boost their vitality. They will gain in well-being and performance at work.

Jean-François ROUSSET

There are 4 main axes in the follow-up of your employees' goals:

- **Well-being:** find the ideal balance by staying in the fun.
- **Food:** bringing the right habits your body needs.



*Do you have
an idea of the level
of well-being
in your company?*



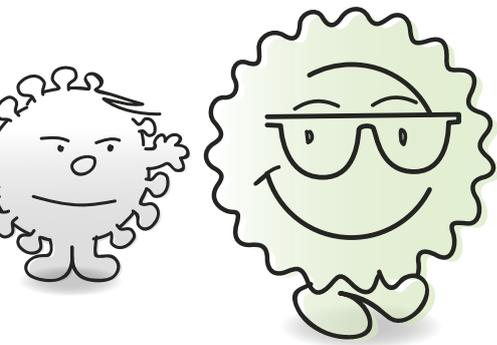
Jean-François ROUSSET

+33 (0)6 76 96 18 67
info@evalli.fr

EVALLI
1st platform dedicated to your
quality of life

www.evalli.fr


Votre vitalité connectée



Contactless Recruitment!

How to recruit in these complicated times? Volatile candidates, many competing platforms, too long timelines, time-consuming processes: all these problems are well known. And now we're confined!

Worse, so are the candidates. How overcoming this difficulty and preparing for recovery under the best conditions?

We offer here a simple and progressive recruitment process, entirely without direct physical contact with the candidates.

The 10 proposed steps are organized in a progressive manner, with each step to be completed before moving on to the next.

The 10 Steps to Recruitment

- 1) What are we looking for?
- 2) Mission validation
- 3) Kick-off meeting and tasks assignment
- 4) Creating the long list
- 5) Face-to-face interviews (virtual at this time)
- 6) Short list validation
- 7) Short list interviews
- 8) The employment contract application
- 9) Taking up the job
- 10) Good integration, guarantee for success

Step 1: What are we looking for?

Which profile are we looking for which position? Why going for an external recruitment for this position? Step one virtual meeting should

include the final decision-maker, who has the authority to launch the mission, and the person who will lead it. And the operational boss of the person recruited, if not the general manager.

During this meeting, each party attending has to express as clearly as possible their expectations of the future employee. This includes highlighting anticipated difficulties. The budget for this recruitment is to be discussed at this stage. At the end of this meeting, the mission leader will gather all needed elements to draft an assignment letter.

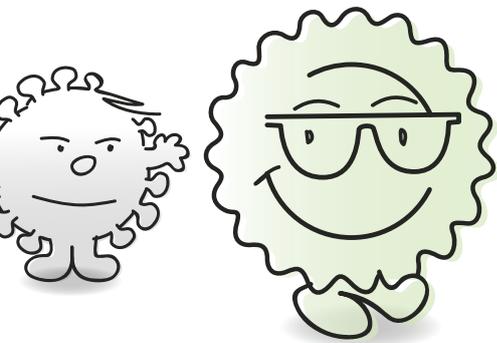
Step 2: Validation of the mission

The mission letter is the central document that supports all the recruitment process. It includes: the reasons for filling the position, the description of the future employee's tasks, the measurable expectations of the future employee, the expected career, training and personality elements and finally the technical prerequisites.

It then specifies the tools we give ourselves in terms of letting people know; publication vectors, internet advertisements purchases, and on other possible media. The letter specifies the position's points of attractiveness that will be spotlighted to the candidates. Then, the remuneration and its structuring, as well as the location of employment. All of this can be done through back and forth emails.

Step 3: Kick-off meeting

The mission leader brings together virtually everyone he is to work with; researchers, HR



Contactless Recruitment!

assistants, psychologist and others. He clearly explains to them who to look for and where to find him. This time is used to allocate the workload of each one and to distribute the vectors; who's in charge of the online advertisements, who uses LinkedIn, who processes spontaneous applications, who runs an internet open search, etc.

The person who produces the assignment offers to his employees an objective qualification grid. By objective, we mean «which includes only factual criteria»: training, length of experience, geographical distance from the working place, salary expectations. It is not beneficial to enter at this stage into considerations of personality or individual acceptability: this stage will come later.

Step 4: Construction of the Long List

This is the time when resumes accumulate and when it is necessary to differentiate and qualify, in a very short time, the different received applications. At this stage, during the telephone qualification, the objective grid is strictly followed: no candidate can be retained if he does not pass the grid criteria.

So, at this stage: no weaknesses, only the best ones are retained. Only interview real candidates, those who could potentially take the job. It may happen that for internal company policy reasons, you are compelled to receive mandated candidates.

Don't be a picky eater: it is not forbidden to have pleasant surprises. But don't deviate from your objective grid: if they are not qualified, thank them it's over, referral or not.

Step 5: Virtual face-to-face interviews

If the qualification stage has been thoroughly conducted, the volume of non-productive interviews can be reduced. It is reasonable to set a target of 2 to 5 candidates to be presented to the final decision-maker, so perhaps 5 to 10 direct interviews should be conducted. In these complicated times, remote interviewing has definite advantages.

As much as possible, try to have a visual: non-verbal communication is essential to the extended perception of people. In the end, when deciding who you want to move forward with, keep in mind only one goal: can that person take the job or not? All other considerations are incidental.

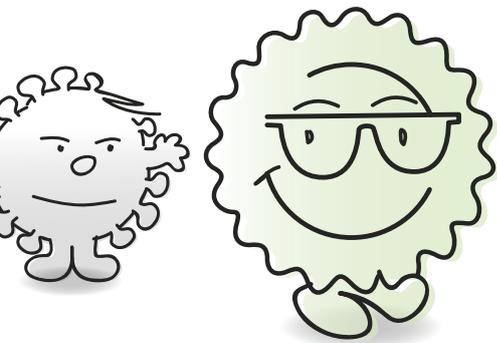
Step 6: Presentation of the Shortlist

In this short list, which will be submitted to the final decision-maker, only real candidates who can actually take the job are to be listed.

Even if that makes your list shorter. Write elements for each of the selected candidates including: the reasons for your choice, the resume, the psychological analysis if there is one, and a short career summary showing the coherence between the person and the job.

Step 7: The final interviews

It is preferable that candidates do not meet more than two interlocutors at the same time. If there are several final decision-makers, it is advisable that this number does not exceed two and that they participate in the same interviews which are to be as close together as possible for the different candidates.



Contactless Recruitment!

This ensures fairness between the candidates and facilitates decision-making for the company.

Even if it means conducting additional «validation» interviews to allow non-decision-makers to meet the successful candidate.

Step 8: The proposal, the employment contract

At this stage, negotiations take place between the successful candidate and the final decision-maker. Once an agreement in principle has been reached, the company will be able to issue a letter of intent to hire, which will be followed as soon as possible by a formal employment contract. Even if the signature of the latter is digital⁽¹⁾, it continues to be of great symbolic importance and in this sense constitutes an important lever to ensure that the successful candidate will actually take up the position.

Step 9: Taking up the job

In these times of candidate volatility, the quality of post-decision follow-up is essential. At least weekly contacts must be maintained. Every effort must be made to keep the new teammate on board with a view to taking up the job.

Step 10: Good integration, a guarantee of success

The mission of the recruitment team does not necessarily end when the position is taken up. A certain complicity, a relationship, may have

been established during the process. This can be used to enable the new recruit to confide more easily than through his direct hierarchy.

A few additional remarks on this method.

Many steps rely on the work and involvement of the mission leader. It is advisable that this function be dissociated from the manager's one, in particular to objectify the viewpoint of the candidates. This task may be entrusted to an external consultant, but in this case an average cost of around 20% of the gross annual remuneration of the post to be filled must be taken into account.

Guillaume MÉNAGER

(1) This is the opinion of Sophie Martin-Sémavoine, a lawyer in labour law: «The employment contract can be electronically signed. Cf article 1367 of the French Civil Code (...)».



Contactless Recruitment!



Guillaume MÉNAGER

+33 (0)6 12 17 95 81

gmenager@segursearch.com

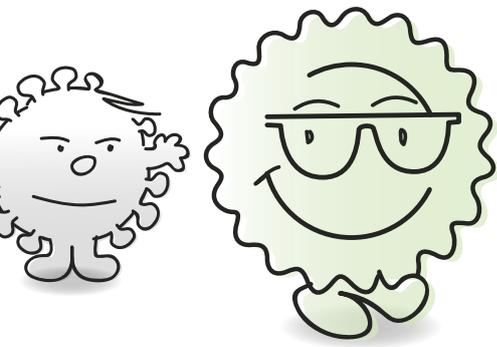
SEGUR SEARCH,
direct approach to atypical candidates.

www.segursearch.com



SEGUR SEARCH

— Le tigre recruteur —



Making progress throughout your life to make your dreams come true.

During periods when everything is suspended, like you, I am, of course, thinking of the current situation. We might be tempted to loosen everything, it feels good. If this slackening continues, it can be counterproductive and generate guilt over stagnation.

Why don't we take advantage of this time to take stock of ourselves?

When values go beyond feeling poor

I grew up in a first-generation immigrant family. My dad worked at the Chinese restaurant and my mom was a stay-at-home mom.

As a child, I compared myself to other children who could afford to go on holidays and to the restaurant as a family.

I felt frustrated and ashamed.

I didn't dare speak Chinese in front of my friends because it made me feel like I was «*poor*». This was my perception of my family situation.

While my classmates were talking about how their parents helped them with their homework, on the contrary, when I was 7 years old, I was teaching French to my mother. The very French that I myself was just learning at school.

I hardly ever saw my father because of the hours of his job.

Then when I was a teenager my parents returned to Macau (China).

Luckily, my parents instilled in me strong values such as the need for a good education, respect for others and of course work (an important value for Chinese people). For the rest, I have had to fend for myself since I was a child, making my own choices and learning on my own.

This offered me a space of freedom.

So, I promised myself that when I grow up, I would succeed and become rich!

Basically, what I meant by being rich was to be able to buy everything I wanted.

Once I reached my majority, in parallel with my art studies I immediately worked. At the age of 18, I became financially independent and had my first apartment.

Very early on, I was recognized as a mature and resourceful girl.

At age 23, I started to set up my «*own company*»; at that time, it was rare to start so young its own business. 6 months later, I obtained the legal documentation for my audiovisual production company and worked for my first client, EGIS, a large company.

Over the years, my clients have shown me their satisfaction with the relevance of my work.

I was proud of myself, I felt that I was on the track of this success that I coveted so much.

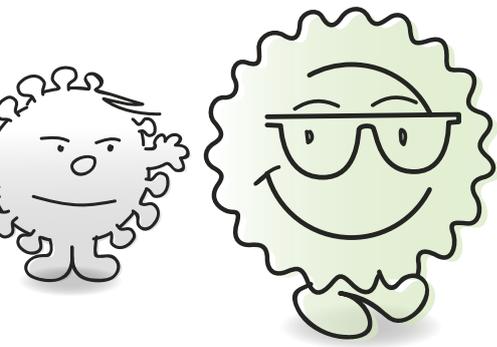
The keys to my success: a strong work capacity, curiosity, good memory skills, self-confidence (in my «*lucky star*»), good interpersonal skills and a thirst for learning.

I always wanted more, so I always did more, to have more.

I had a revenge to take on my childhood, it nourished my ego.

But in the end, this thirst to learn in order to progress and to become a more qualitative person, became a vital driving force

The ego has eventually faded with each accomplishment. Surpassing myself has



Making progress throughout your life to make your dreams come true.

become an integral part of my functioning.

As of 2009, I found myself «by chance» giving video training courses. This led me to create and give a training course in Art History.

Acquiring a great deal of knowledge to put them into practice on a daily basis at both the personal and professional level was no longer enough.

Then, I became a specialized visual arts consultant for a few years. In the meantime, I intervened 3 times as a video expert speaker for the SME Exchange of the Paris Chamber.

I discovered the pleasure of conveying what I had acquired during all these years of learning and experimentation. Looking back, I realize that this is what I spontaneously did when I was 7 years old when I decided to teach French to my mother.

Today, «chance» leads me to a position as national training manager in an international business networking organization.

I design, model and lead training courses. Without even having been trained as a trainer in the first place. It's easy. For me it's almost obvious: to put my knowledge of one of my passions at the service of another of my passions, in all authenticity. I do this with enthusiasm by simply sharing my 10 years of experience in the field.

In this organization, I have become an expert in the method.

Despite this expertise, I do not consider that «I know».

My guideline: always maintain this knowledge by keeping up to date with all the latest news, by informing myself in advance, by taking e-learning courses and webinars in English.

It is a proactive approach, which makes it possible to delve deeper into subjects.

Every time I lead a training course, I get a great deal of pleasure out of the discussions. I learn from participants who share their field experiences. This opens me up to different perceptions and experiences that enrich my knowledge.

Learning, acquiring or deepening knowledge empowers us to achieve our goals

The interest is to create this virtuous circle: learning, transmitting. To impact in a positive way the life of other people and that they can transmit in turn.

Learning, in a personal context, allows us to become a better person. For oneself first of all, to feel in harmony on a daily basis.

In turn, this energy has an impact on the people we come into contact within our environment.

A positive, constructive and caring state of mind has a direct influence on our friends, family and their well-being when we interact.

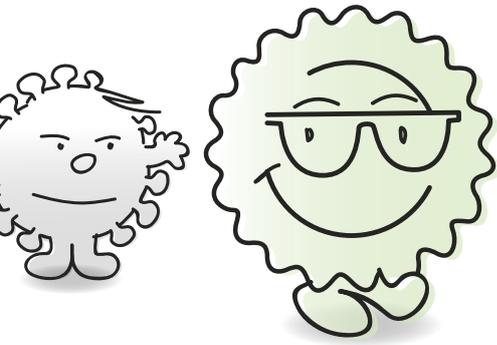
A few years ago, I began to deepen my interest in spirituality and since then I have been engaged in a work of personal development.

I am in daily action at all times: aligning myself in consciousness, observing myself by stepping back, transforming myself through corrective actions.

I participate in workshops, attend conferences, read articles, watch videos. My life has moved to a higher level both in terms of emotional balance as well as financially and materially.

I feel on the way to realizing all my dreams.

I am proud to be able to say that I am fulfilled, simply.



Making progress throughout your life to make your dreams come true.

And one of my new ambitions is to accompany, promote and spread this state of mind so that everyone can also live their dreams.

What I understand today is that I have always been rich and lucky. I had the most important thing to start a rewarding life: the love and trust of my parents who were the foundations of my life

My advice

My recommendation would be to use this time to take stock of the situation.

Identify your mission here on Earth: what do I bring to this world?

And reflect on your vision of what your life will be five years from now.

What do I wish to live, obtain, feel, see in my personal and professional environment?

What do I need to achieve this vision?

You set goals without limiting beliefs in different areas: projects, family, money, assets acquisition, not forgetting personal development.

What do I need to learn or improve to reach these goals?

You take notes and script an action list. You determine the priority of these actions by assigning numbers that will define the chronological order of your action plan.

Ideally, you will set dates.

For example, if one of your main goals is to feel less stressed, you can read (or listen to the audio book while cleaning up) «*The Power of Now*» by Eckart Tolle.

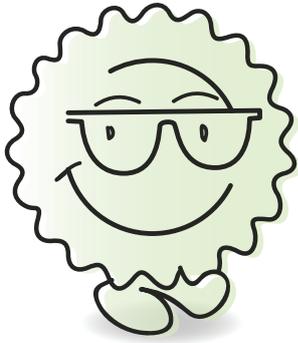
If it's about making your dreams come true, you can watch the documentary «*The Secret*» on Netflix right after your favorite series.

There are times when you'd prefer to spend a little time on your own learning by allowing only 10 minutes. Type keywords for the topic in question into your search engine. You will learn a lot if you read several different articles on the same topic. The Internet is full of both qualitative and erroneous information. It's better not to rely on just one source, but to be able to compare several, and thus get the essence of the subject.

You can also watch videos of TEDx speakers.

However, it is essential that you devote yourself daily at break times to refocus... You will be able to attack the recovery while in action!

Iéna DE ASSIS



*Making progress
throughout your
life to make your
dreams come true.*



Léna DE ASSIS

+33 (0)6 10 90 47 96
iena@bni.com

National Training Manager in an
international business networking
organization.

ORGANISATION



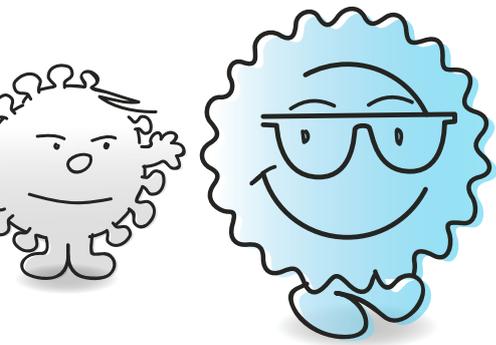
Page 34 **YOUR ECONOMIC SURVIVAL!
EFFICIENT ADMINISTRATIVE
MANAGEMENT.**

Page 37 **REFINE YOUR BUSINESS PLAN TO
ATTRACT YOUR INVESTORS.**

Page 41 **BUBBLES, BUBBLES, AND MORE
BUBBLES TO MOTIVATE!**

Page 44 **REUNITE WITH YOUR EMPLOYEES
AFTER CONFINEMENT: DESIGN
YOUR NEW LIFE TOGETHER!**

**WHITE PAPER
SPRING 2020**



Your Economic Survival! Efficient administrative management.

You are once again serene, having completed all the tax and social security documents. You have drafted the letters of extension of the due dates on your various loans.

Now, take a break.

You have met your future customers; you will invoice them soon and follow up with them again!

Solutions

Your dreamed professional life. Having the time to think about optimizing these business appointments. You have met your prospects; they are waiting for your commercial estimate or contract. How do you do it? I'm confined! Catch him off guard. The prospect doesn't expect to be reached.

You've maintained your morning working habit. You've taken note of your actions for the day. You scheduled your prospecting phone call for 10:00 a.m.?

Contact him, deal professionally with the current situation and be honest. The situation is unprecedented.

People will be pleasantly surprised by your authenticity and will also give themselves up. Then, talk about the sales meeting, the attention you have been given - the three non-negotiable points for the prospect to put in place. Commit to sending him your sales proposal or quote (if not yet sent). Call him back within 48 hours (date of sending the document).

Tell him that you'll get back to him as soon as we're back to a normal situation.

How to issue an invoice in confinement?

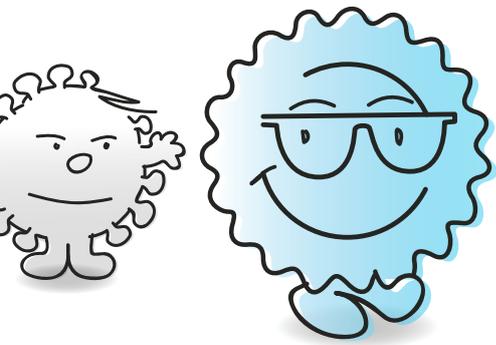
Since March 17, 2020 from noon, we are in confinement: partial work or without any activity. However, from March 1st to March 17th at noon, you have performed: services or sales. Don't change your habits. Prorate invoicing for the service. In your chart write down the exceptional fact: Covid-19 for the month of March and the following months not invoiced. Invoice your sales made from March the 1st to March the 17th 12noon. Fill in your operation report as well. This precious document will give you the reason why the expected turnover results were not present.

Your invoice will be sent by email. 48 hours after it has been sent, the point is to be sure that it is received. To signify to the recipient that you will get back to him as soon as we're back to a normal situation.

You must be ready for the post-confinement period

Be in the new business appointment to sign the contract or estimate. Comment again on the sales proposal or quotation. Have the sale general terms and conditions signed. Plan your future interventions with the customer. You are in the continuity of your activity. Don't forget to agree on a post-start meeting; take stock of the launch of the collaboration.

Contact your customers by phone, so that they commit to a payment date. This may be too early.



Your Economic Survival! Efficient administrative management.

Nevertheless, they will FOCUS on their cash flow and give you a payment date. If the due date is one day past, call them back.

Why: Payments by cheque must be credited to the account on the agreed date. This means that payment by cheque must be received 15 days before the due date. A payment by wire transfer must be credited to the account on the day announced. Payment by credit card is royal. Be flexible but rigorous in the follow-up, the economic situation requires it.

Do not make the reminder yourself. If you don't have an in-house collection service, outsource it! You will not be caught between a rock and a hard place: the professional who is the sales rep, who invoices and who reminds.

Organize your time

- A professional who will transcribe all his appointments and actions in an electronic agenda with reminders, and other messaging services that have their own integrated agenda. ALWAYS check the synchronization.
- A professional who likes the paper agenda, the time of writing. This document shall be with you at all times.

Whichever medium you choose; it will be available for consultation at the beginning of each day. On Sunday evening or Monday morning, check your schedule for the week. Why? So, you don't get caught off guard:

- work on prospecting appointments
- organize high value-added actions
- devote time to your employees (planning a virtual lunch)
- note the day, the time you will devote to it, postpone it even if it has no effect.

One day, those actions you might think to be selfish, will be lifesaving, for YOU!

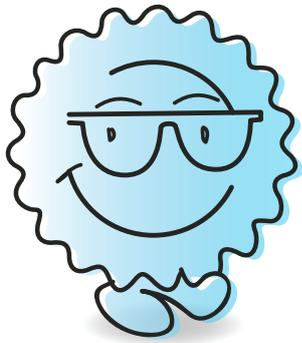
My advice

This is the time to set up an organization chart for the management of the actions to be carried out:

- Appointment booking
- Billing dates
- Dates of reminders for canvassing or invoicing

You have several possibilities, paper agenda, electronic agenda, reminder of tasks, etc.

Véronique CHRISTON



Your Economic Survival! Efficient administrative management.



Véronique CHRISTON

+33 (0)6 08 26 28 78

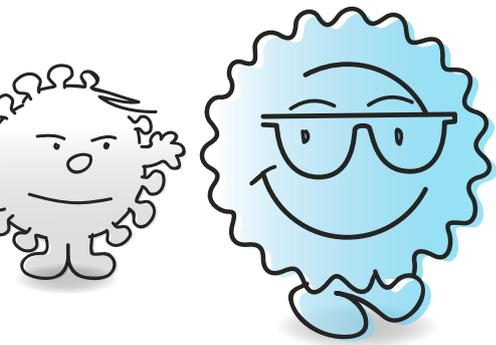
vchriston@lassistantepro.com

L'ASSISTANTE PRO,
General Manager, outsourced
administrative assistance.

www.lassistantepro.com

 **L'ASSISTANTE PRO**
votre assistante indépendante

ORGANISATION



Refine your **BUSINESS PLAN** to attract your investors.

It's the crisis, our businesses are going to lose money, help... Indeed, this situation will profoundly change our way of operating, but will also create new opportunities for «nimble» entrepreneurs who will know how to adapt to this change.

But often, a new product or service implies a need for financing, therefore a bank loan or the integration of business angels. Consequently, it's crucial to create a business plan, and make it attractive for investors.

A business plan is the sum of two parts: the various financial simulations with strength figures and KPIs. Regularly forgotten, neglected, the presentation of motivators, the needs and the teams often make the difference. Let's focus on this part.

To begin, the WHY

I can only advise you to watch this video before you even start using your Excel® spreadsheet: https://www.youtube.com/watch?v=u4ZoJKF_VuA

Simon Sinek in this lecture on the «Golden Circle» explains that every company should start with a «Why». Why this idea, Why you are the person who can carry this project, Why this product or service, Why is it in tune with the market, Why, Why, Why...

Necessity vs. demand

You think your product meets a need. It's already a crucial element that will have to be put forth in your business plan. But does it meet a demand? Extensive question.

For example, in 1998, Richard invested more than 15M euros to create the first IT products supermarket (1000 m²): computers, printers,

accessories, consumables were available in two supermarkets in Vélizy and CNIT La Défense⁽¹⁾. The need to be able to buy these products was real, but the demand wasn't there. It wasn't until the early 2000s that the demand was felt, and then all the hypermarkets created specialized departments about computers. Réalsoft⁽²⁾ was right about the need... three years too soon. Of course, new products and services are created every day, with innovative concepts. BlaBlaCar⁽³⁾, for example, was able to establish itself on the market within a few years. But the demand was there!

The Quintilian Rule

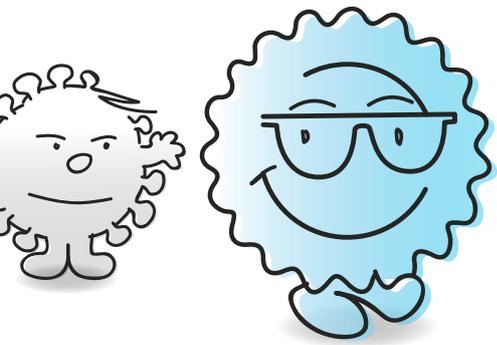
Marcus Fabius Quintilianus, rhetorician and Latin pedagogue of the first century AD, created a very useful rule for us entrepreneurs: the QQCCOQP/WWHHWWW.

You must ask yourself 7 questions and answer them in your business plan.

Q/W - QUI - WHO

- Who's in the adventure (obviously to be answered after, why is he in the project?).
- Who are my future consumers (and why would they become such?).
- Who supports me (externally: advisers, suppliers, financiers) and how are they an interesting reference for this fabulous idea? And why do they do it, what are their purposes?

This «WHO» is a fundamental element to increase your credibility with investors. Feel free to put examples of what your associates and you have achieved. If your project is in an area of activity that is not usually yours or your associates', explain why your experience or training makes you credible on this project.



Refine your **BUSINESS PLAN** to attract your investors.

Q/W - QUOI - WHAT

It is obvious that your product or service must be showcased. Be the most specific possible, avoid overly broad proposals, too generic.

C/H - COMMENT - HOW

From your production methods to your sales methods, you must define all the procedures that you are going to put in place, without forgetting the potential obstacles or patents, trade tricks for your project.

A diagram is better than a nice speech, so favor the graphic aspect of your explanation, and above all avoid any vocabulary that is too technical (unless you explain it in simple terms). Investors or bankers are rarely technicians in your sector of activity!

C/H - COMBIEN - HOW MUCH

We will skip over the financial part specific to any business plan, but in this part «presentation of your project», note some key figures: the most impacting, the most significant. And don't forget what attracts all the investors:

- How, as an investor, could I receive a bigger return on my initial investment?
- What is the ideal monthly payment that can be repaid by the company, which will indicate how long it will take to repay the loan?

And above all: what is the financial recurrence that I can expect on my project. How many times my consumer will pay for my product or service, what service can I add so that the final shopper can pay for a subscription.

Check on what makes Netflix so successful: it's your monthly payment, even if you only watch a series or a movie once in a while.

O/W - OÙ - WHERE

Where are you going to produce? Where will you sell? Where will you set up your business? And from this «Where», highlight the possible synergies with regions, manufacturers, companies and institutions, sellers, buyers... And let's face it, it's better to be the leader in a city than unknown on a territory.

Q/W - QUAND - WHEN

What better than a Gantt or a Pert to outline different actions on a time scale? Precise and graphical, this tool will allow you to segment by phases all the steps of your project and will allow the investor to plan ahead.

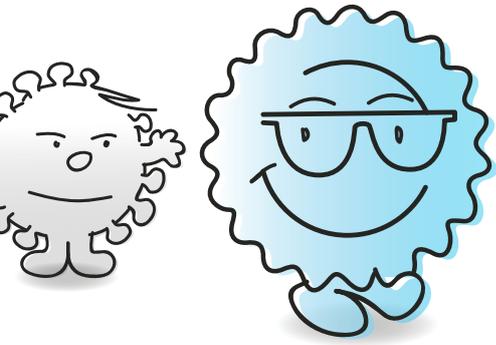
P/W - POURQUOI - WHY

This is really the driving force behind your presentation to your investors. Each time you answer a Why, ask yourself the question Why three times in a row. Don't forget that a business plan, even if it is not a contract, commits you and your investor. Get to the bottom of things, go even further than your first spontaneous answers.

Finalize your approach with a SWOT

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. It is presented as a matrix, with the first line representing what's internal for the company and the second line representing everything external to the company. The first column lists the positive points, the second the negative points. Build your SWOT on each point of the QQCCOQP/WWHHWWW.

In this way you will highlight your different strengths, but also the problems, both internal and external, that you may encounter.



Refine your
BUSINESS PLAN
to attract
your investors.



Be objective, factual. Don't hide anything, because investors are keen on finding the negative points. And if you are not prepared or if you have omitted them in your presentation, you will lose credibility and risk losing a potential investor.

My advice

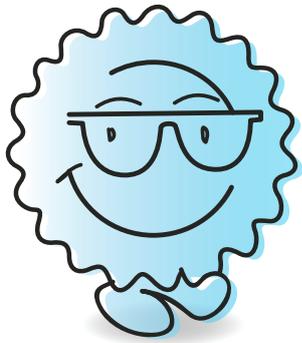
In this age of social networking and the change of habits that this confinement creates, evaluate how you can create a «*sense of belonging*» among your customers. If you watch Simon Sinek's video again and listen to what he says about the Apple© brand, you will notice that the users of this brand are the cornerstone of it. Apple© can do without advertising, it is its fans who do the job, for free.

Alexandre GHAHARI

(1) Paris CDB

(2) Richard's company

(3) BlaBlaCar is a French online marketplace for carpooling



*Refine your
BUSINESS PLAN
to attract
your investors.*



Alexandre GHAHARI

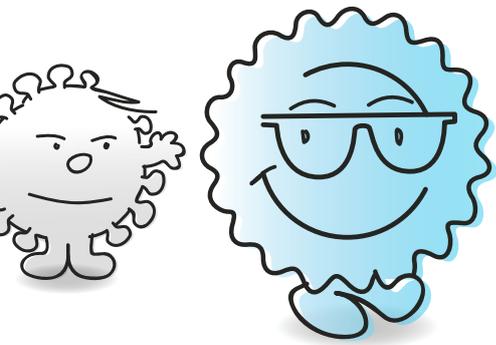
+33 (0)1 55 96 16 27

alexandre.ghahari@cofinaudit.fr

Chartered Accountant, Statutory Auditor
for his own company COFIN'AUDIT.

www.cofinaudit.fr





Bubbles, bubbles, and more bubbles to motivate!

Champagne is a French tradition, and many of us open a bottle to celebrate a family or professional event.

Champagne means pleasure, celebration, joy and sharing. Difficult to imagine a birthday, a wedding, a baptism, a cocktail, an inauguration or even a product launch without this sweet beverage. A must-have gift from companies to thank customers for their loyalty, it is a part of every party!

At first sight, the terrible health crisis we are going through does not arouse the desire to open a bottle of champagne and yet the fine bubbles could be a therapy not against the coronavirus but for everyone's morale!

Champagne, a symbol of pleasure and joy

Why? Simply because, unconsciously, this festive drink is associated with Pleasure and Joy.

If today the professional clientele is nonexistent, and for good reason, restaurants, caterers, event companies and companies from all sectors are closed; individuals in confinement, start to set up online aperitifs. Connecting every evening with friends, members of professional networks or professionals becomes a ritual! It's essential to keep the social link and the virtual aperitif is a way to maintain it.

Why? The online aperitif reminds the notion of Sharing and Pleasure.

A communication on social networks

We see bottles of champagne on tables with flutes highlighting fine bubbles. Images that



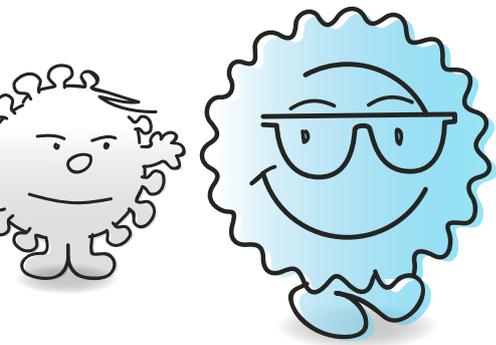
we find on social networks, isn't it also a nice promotion of the displayed products? A way for Champagne Houses and their distributors to remember the good memories of their customers.

Via social networks we create continuity and above all a link while keeping the notions of pleasure, joy and sharing.

For us, as independent distributors, it's very important to be visible to prepare for the revival, not to be forgotten by our customers and also to attract new targets.

Our business mission: to accompany our customers in the crisis, to care about their health, to take news from them, to keep them connected and to listen to them in anticipation of the recovery.

This way, we will be able to join them in celebrating the recovery of the economic activity. More than ever, we need to show our customers that they are more than just customers.



Bubbles, bubbles, and more bubbles to motivate!

Let's already think about the question: How can we help customers in their recovery?

As an example, for a restaurant or a caterer, we could offer them a provision of a certain number of Champagne bottles, not invoiced on delivery but afterwards.

Or even for a wine merchant, a sales deposit over a long period of time to enable him to resume an activity and regain cash flow.

And in return, the resumption of their sales will trigger additional medium-term orders for the Champagne Houses.

Let's work on special promotional offers for the reopening of business and be ready to offer them on D-day. Let's communicate about these offers during online meetings with customers.

Let's now think about customer gifts for those who will play the game and place orders to celebrate the recovery with champagne! Let's be commercially proactive and initiate actions to help customers to consume again.

Towards a new way of selling and working

The health crisis and containment have led us to radically change the way we work on a daily basis by eliminating all customer appointments.

As a result, we had to implement new communications, such as the teleworking, videoconferencing, webinars, and evidence is that it works pretty well.

Would you have imagined a virtual aperitif before the containment, certainly not! And yet it works and the notions of pleasure, joy and sharing mentioned above are very present!

So why not project yourself and imagine appointments for online product presentations, prior to a tasting, or even a tasting if the customer has received the samples?

Anything becomes possible, containment will have lifted barriers and pushed us beyond our commercial limits.

My advice

Let us be confident in our respective activities, the quality of our products and our professionalism. We will be able to restart if we prepare now.

We must be ready to meet our customers' expectations, who will be impatient and waiting for us to help them. Let's keep our positive energy and enthusiasm to satisfy them and bring them the best.

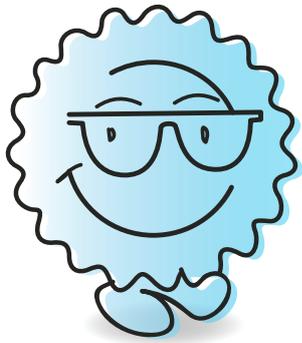
Let's not forget that we are selling a product of celebration, joy, pleasure and sharing.

Know that we will be called upon at the end of this sanitary crisis to supply our customers and allow everyone to shout CHAMPAGNE!!!

Get ready today!

Alcohol abuse is dangerous for your health, consume with moderation.

Nadège HUSS



*Bubbles, bubbles,
and more bubbles
to motivate!*



Nadège HUSS

+33 (0)7 86 09 65 40

nadege.huss@gmail.com

Sales Representative

CATTIER CHAMPAGNE.

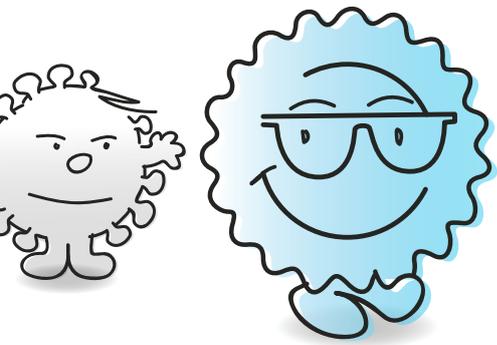


CHAMPAGNE

CATTIER



ORGANISATION



Reunite with your employees after confinement: design your new life together!

«Do you already miss your employees? Become the ideal boss in their eyes!»

How do you feel these days?

Professional and social isolation, the fear of the virus, the economic fear of the post-crisis period... or is it rather the anticipation of the pleasure of meeting your employees again? Moreover, how do you prepare these gatherings?

This particular period gives us time to think; yes, we care about our employees, but we certainly don't tell them often enough that we care about them, that they are indispensable to us and that we miss them at the moment...

The human link is essential to us, it's our reason for living, we realize it every day and especially now, when we are alone behind our computers.

Good news, I'm telling you today: coming back to the office will be a celebration!

We will undoubtedly want and need to mark the occasion to make it count, to say and above all to show our employees that we are proud and happy to work alongside them every day... Friendship proof, so to speak!

And also, of course, the crazy desire to celebrate the end of such a long and worrisome confinement...

But how do you please them?

How to surprise them? How do we make it count, each in our own way, each with our own originality, in a style that suits us?

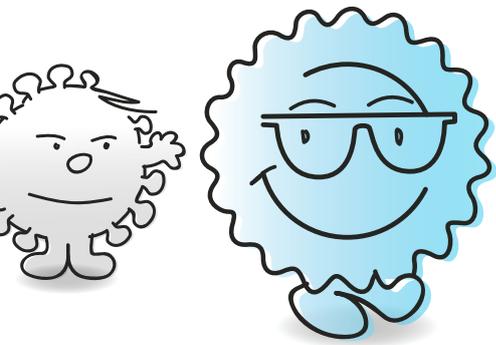
The answer is easy because the good news is;

you have time! So, anticipate, right now, and scribble all your bright and original ideas on your most beautiful notebook!

A few ideas that will make you look like THE ideal boss:

- On the D-day be there before your employees, choose a cheerful and punchy musical background to welcome them and offer them an original, healthy, colorful breakfast in a relaxed, joyful and serene atmosphere. Give them a kiss or just a hug to welcome them (now you have the right to do so!), tell them that you care about them and that you missed them, let them take turns expressing their feelings, it will be a good way for them to free themselves... and above all listen to them, take into account what they express!
- Give them a little gourmet attention; why not offer them personalized biscuits linked to what





Reunite with your employees after confinement: design your new life together!

they like, with their first name, colored, even with a picture of the whole team? Or their favorite chocolate, sweets... Everything they can keep for a while and enjoy gleefully while thinking about this wonderful company they belong to.

- The setting up of special moments to find you all together: a lunch during the week, a breakfast delivered to the office once a week, a shared coffee break during the day, an aperitif when leaving the office on Friday evening.
- Make a good resolution to celebrate with your employees the company small and big successes: open a bottle of champagne with them, congratulate them individually and collectively, offer them little things that will make all the difference. Recognition will touch their hearts!

What is the purpose of all this, you may ask?

Well, it's often in the most difficult and painful moments that we decide to question some of our commitments and some of our habits; and we often do so with humanity!

Thanks to these repeated attentions, to these moments spent together, you will allow your employees to feel better and better in their company, to feel more concerned, to realize the impact they have on a daily basis. They want to give meaning to their daily work.

Make sure you give them some, help them appreciate the many hours they spend working for you and if it has to be through gluttony, then do it! They will be all the more surprised and amazed!

A snack delivered to the office, a gourmet basket, a surprise breakfast, a birthday to celebrate (and not just the company's!), good news to announce...

These moments don't take much time, but they federate, and that's your intention. Find a way to re-enchant the daily life of your employees at the office, day after day...

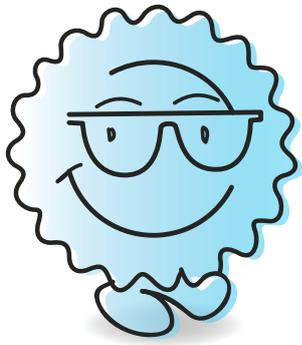
You'll see, you'll get a taste for it!

My advice

In short, as soon as this period of confinement is over, we will all be different, but the habits (and especially the bad ones) will certainly return very quickly.

So, take advantage of this period to make your good resolutions and above all commit to keeping them, you will be a better boss!

Samantha DELLUC-MARCHAND



Reunite with your employees after confinement: design your new life together!



Samantha DELLUC-MARCHAND

+33 (0)6 75 06 87 81

lebizcuit@gmail.com

The LE BIZCUIT brand specializes in the manufacture of personalized biscuits.

Food printing, biscuits decoration and personalization for your corporate events.

www.lebizcuit.com



LE BIZCUIT

ORGANISATION

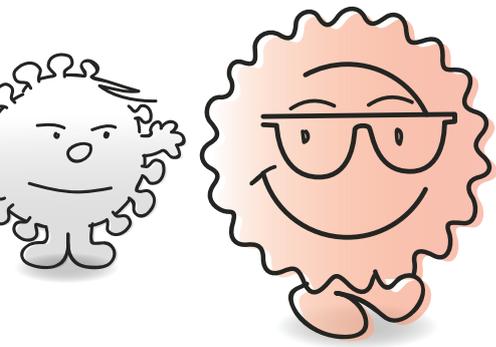


Page 48 **BENEVOLENT COMMUNICATION?
A CRISIS, WE CAN TAKE IT OR COME
OUT OF IT STRONGER...**

Page 52 **RELYING ON GOOGLE ADS
CAMPAIGNS TO ACCELERATE
RECOVERY.**

Page 55 **ADAPT AND ANTICIPATE YOUR
COMMUNICATION TO THE CRISIS
CONTEXT.**

Page 59 **FINDING NEW PROSPECTS THROUGH
INBOUND MARKETING.**



Benevolent Communication? A crisis, we can take it or come out of it STRONGER...

In times of crisis, INTERNAL and B2B COMMunication must allow to keep teams and work partners in cohesion, or reassure customers but also prepare a way out of the crisis... why not upwards?

Once you have said this, that little «Nudge», must be benevolent in order to help our professional environment to overcome this moment and envision the future in a positive and constructive way. This crisis period is an opportunity.

«The need to help each other generates benevolence, mutual indulgence, the absence of any rivalry,» wrote George Sand.*

Benevolence, nowadays overused, is above all scientific⁽¹⁾.

Being benevolent with others allows « the oxytocin secretion, which triggers a cascade of neurotransmitters that are factors of performance and well-being⁽²⁾».

Today, the benevolent visual identity influences the perception of the universe around us. The shared spaces such as the communication tools we use, are now elements constituting a global visual identity.

Never before have all the senses been so stimulated as they are today.

Speaking only of the digital tool, which is becoming more and more democratic, it allows us to keep in touch with everyone. Videoconferencing, newsletters or connected (interactive) films, here are a few examples of tools, which, by using them in a customary manner, will change our behavior and the perception of others about us.

Videoconferencing, for example, is one of the models for communicating with customers and partners far away, all over the world.

Today, we use it every day, to see our loved ones, for teleworking and business meetings.

A key point in changing our habits step by step is that we must master 3 perceptions at the same time. Our own perception, our reflecting webcam image and our interlocutor's one. These new cognitive stimuli must be taken into account.

What can this change in our behavior?

The individual 2.0 must respect his uniqueness, his differences and assume them completely to be comfortable with this new means of communication that is video conferencing.

- To be different is to be unique. This revolutionizes notions that come from our education: the spirit of competition, of rivalry. It sets in motion an openness attitude towards the other, all the others.

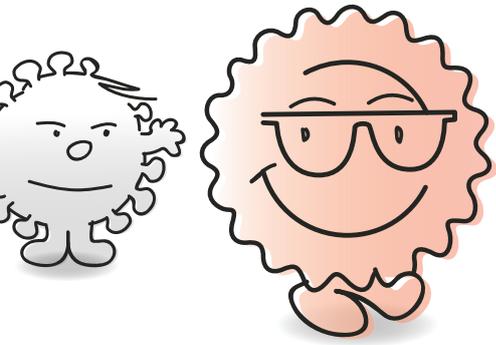
- To be positive and smiling is to be benevolent with oneself (mirror) and with the other (interlocutor). Positive cognitive stimuli are put into action.

«The smile can be heard on the phone; it can be seen in videoconferencing».

- To be in front of a camera influences directly the other by our attitude. We put our mirror neurons into action. Positive attitude and benevolence are as contagious as COVID-19, thanks to these mirror neurons⁽³⁾.

What difference does this make to the visual identity of projects, brands or shared spaces

It gives a new meaning to visual identity whether it is B2B brand communication, internal communication, project identity or



Benevolent Communication? A crisis, we can take it or come out of it **STRONGER...**

the design of shared spaces. Both in the words (verbal identity), in the forms (the design) and in the symbolism of the colors used, visual identity 2.0 must also respect the uniqueness of each project, each brand and apply to the working environment.

• B2B COMMunication:

The brand must assert its unique and ethical character. The shift is an unavoidable step while being a strong moment of communication. After the essential reflections on goals and targets, time has come for evolving the design of the logo to meet the technical and ergonomic needs of digital tools (flat logos, or flow design and responsive).

The combination of respect for the environment and benevolent codes only reinforces the positive perception of the brand identity. Today, these moments of change are conducive to communication on professional networks.

• INTERNAL COMMunication:

Those are missions, visions and values that must be brought out to determine the basis of a project identity. This work can be suggested to a team in view to unite them, to wipe out the unsaid (and fears) through words, movements or drawings.

This will become the «coat of arms» of the team project. The first level of a small rocket...

There, the project identity is built together.

What better actor in word-of-mouth marketing than the members of each team who have embroidered this protective and reassuring coat of arms on their hearts?

• DESIGN of shared spaces:

How do we perceive our working universe? In the 1950s, after the major Second World War crisis, architects thought design at the service of human beings.

« *The function of what I call the science of design is to solve problems by introducing into the environment new artefacts whose availability will induce their spontaneous use by humans and which, by coincidence, will lead humans to abandon their previous behaviors and devices⁽⁴⁾* ».

Quality of Working Life (QWL), at the heart of HR shared spaces considerations, will become tomorrow, for the company, a challenge for work performance, employee commitment to team goals.

The planned visual identity must respond to this challenge through the prism of benevolence.

For these 3 points, choosing the right colors can make the difference.

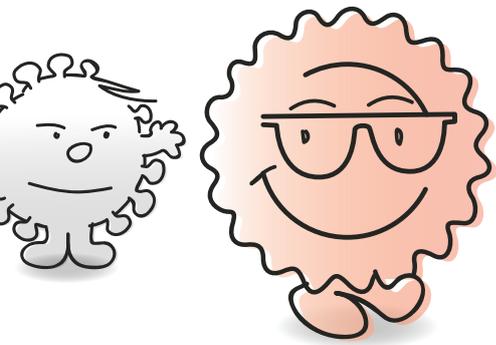
If you take into account the meaning of colors you can facilitate the brand, project or workspace advocating.

That's why it's important to understand their meaning before using them. They tell the spirit of your brand.

To illustrate the point, a white paper is not just a concept. The benevolence that is the very driving force behind this pro bono work is reinforced by the conveyed color, which refers to the symbolism of purity, sharpness, perfection, bringing brilliance and shine.

My advice

«*Life doesn't mean waiting for the storm to pass, it means learning to dance in the rain⁽⁵⁾*»...



Benevolent Communication? A crisis, we can take it or come out of it STRONGER...

After these few days of running-in, organizing tasks or spring cleaning, we will all have plenty of time to read books, newsletters, organize our watch, refocus on the projects that are important to us ... be in touch with others.

Let's take advantage of this time to do something else with our usually overbooked days.

Since the dawn of humanity, *«together we go further, with Plan b (benevolence) we go much higher!⁽¹⁾»*

Didier Manuel BORREGA

* Amantine Lucile Aurore Dupin, best known by her pen name George Sand, was a French novelist, memoirist, and Socialist

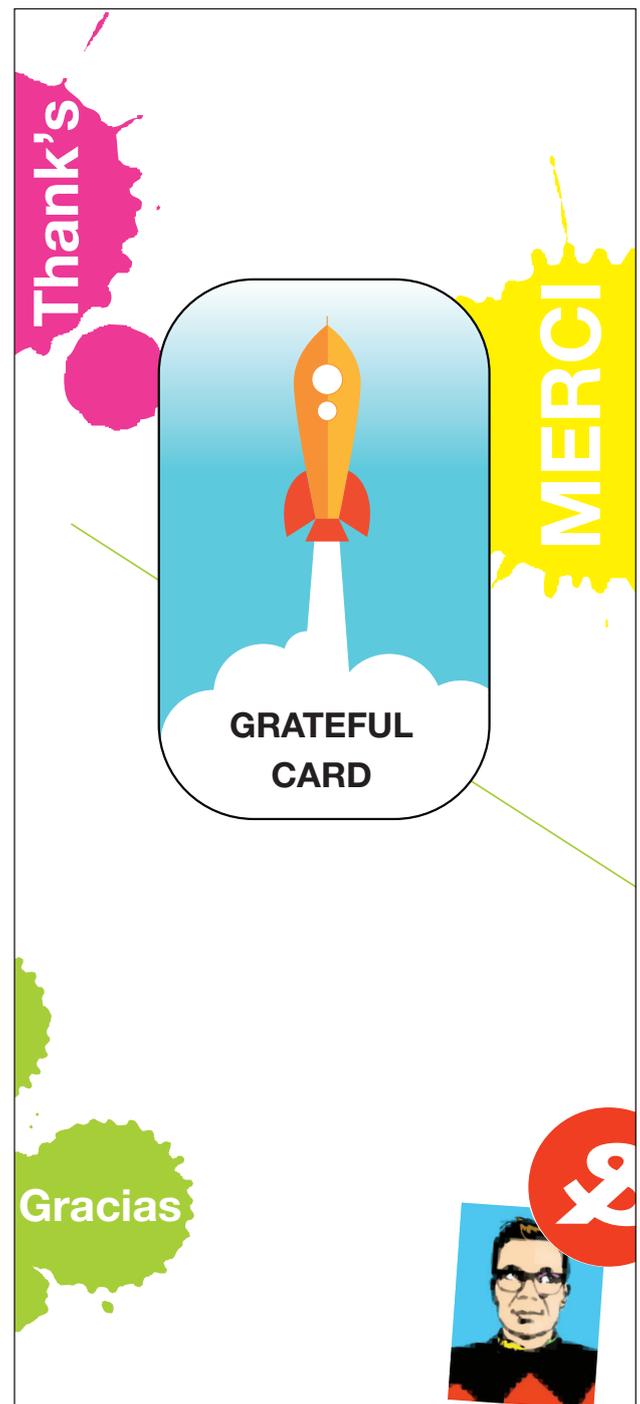
(1) Excerpt from the workshop/conference Communication & Benevolence co-written with the «fantastic» Pascale Bernard. More information on: <https://www.facebook.com/byLePlanb/>

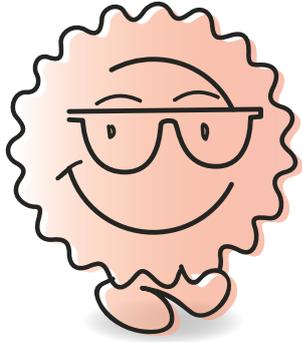
(2) R.W. Sperry American Neuropsychologist and Neurophysiologist

(3) Found by J. Rizzolatti in 1996, this discovery is as good as DNA in biology

(4) Architect and inventor R. Buckminster Fuller

(5) Quote attributed to the Stoic philosopher Seneca on Babelio





*Benevolent
Communication?
A crisis, we can take
it or come out of it
STRONGER...*



Didier Manuel BORREGA

+33 (0)6 70 17 02 66

dm.borrega@esperdesign.com

Art Director / Visual and Digital Identity
Consultant.

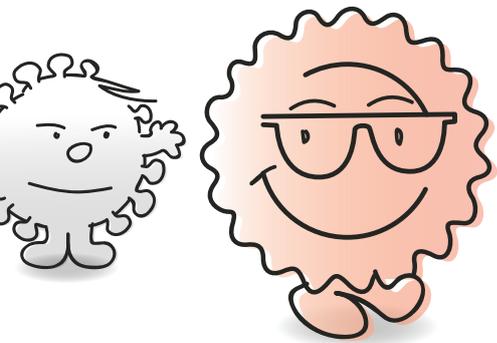
Founder of the ESPER'design agency.

Creative agency specialized in INTERNAL
and BtoB COMMunication.

www.esperdesign.com

ESPER'design 

COMMUNICATION



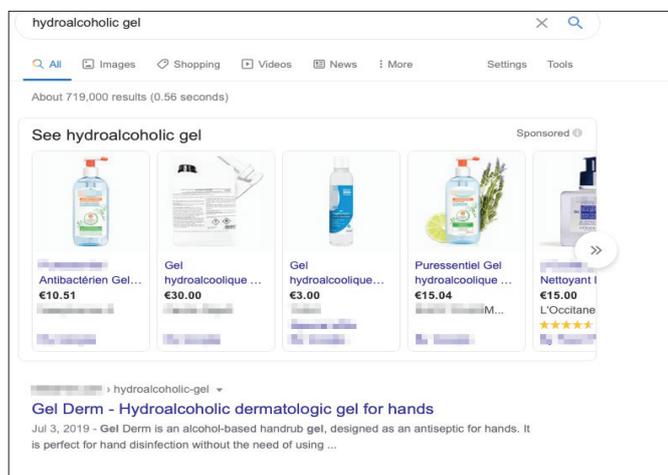
Relying on Google Ads campaigns to accelerate recovery.

You have always peered at Google Ads and wondered what the impact would be on your business? Let's take a look at the question to prepare the best way to get back to normal and boost your business.

Google Ads: what is it?

Unless you live on another planet, you have already yielded for Google Ads sirens. More and more subtle, these ad insertions appear systematically on Google results in the first 3 to 4 top spots of the search.

Behind this ad insertion there is a company



that asked Google to be poised in the first positions as soon as an Internet user types «hydroalcoholic gel».

But this company will only pay if, and only if, the Internet user clicks on the ad to access the website.

In brief:

I choose the requests for which my website appears for free on the search engine in front of all the others.

I only pay if my ad has convinced the user to click and lands on my website.

But it doesn't stop there. There are a multitude of possible configurations to increase the ad relevance: geographically target the emergence of an ad, pay more so that the ad only appears in first position and in front of your competitors...

Google Ads is therefore a powerful lever to make your website appear to Internet users who are looking for your service or product.

It's great but it must cost a fortune!

Wrong! We invest the desired budget without minimum for advertising on Google. We allocate a daily budget not to exceed and it's as simple as that.

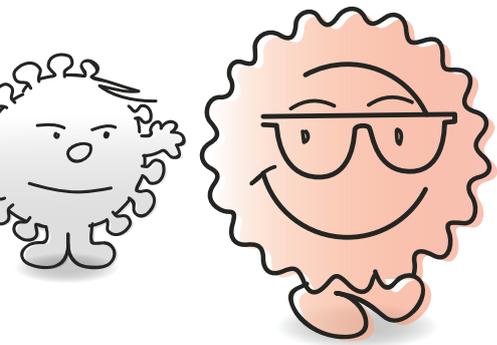
Example : Fabrice is the manager of an Italian restaurant in the 13th district of Paris. He decided to advertise on Google and set up his campaign so that his advertisement emerges as soon as a user, located in this district, searches on Google for the keywords: Italian restaurant, pizza delivery and Italian food. For this, he set a 10€ daily budget and planned the ad broadcast from 12:00am to 2:00pm and from 7:00 to 9:00pm.

Depending on the relevance of the ad in relation to the keywords, their specificity and the competition, Fabrice will pay more or less per click.

For our example let's assume an average click at 1€.

If 100 Internet users at the selected time, type the keywords in Google, the ad will be displayed as many times.

But, if 1 out of 2 internet users clicks on the ad, the budget will be spent after the first 20



Relying on Google Ads campaigns to accelerate recovery.

internet users and the next 80 will never see the restaurant's ad.

Fabrice will certainly have missed commercial opportunities, but he will also have brought on his website 10 Internet users who were exactly looking for his services.

To sum up:

You set the budget you want, and it will never be exceeded.

In all situations, if I pay for a click, it means that a targeted user has landed on my website. It's up to my website to do the rest and turn this potential client into a qualified lead.

The importance of the landing page!

Google Ads is the guarantee of attracting users who are looking for our products or services on our website. If a campaign (correctly designed) does not give results, it is because your landing page (the page on which users arrive after having clicked on the ad) has not been able to convince and seduce the user to go further in his act of purchase.

It's essential to work on the marketing approach of your landing page to optimize the performance of your campaign.

In our example, Fabrice's Italian restaurant landing page must:

- Allow the user to view in a second that he is indeed on an Italian restaurant website in the 13th district.
- Make the user salivate with tempting photos.
- Describe Fabrice's competitive advantages (homemade, local producers, delivery in less than 20 minutes...).
- Propose a commercial offer for new customers.

A poorly configured Google Ads campaign with a quality landing page will still produce results.

Whereas the best advertising campaign with an outdated landing page is doomed to failure. On the internet, everything can be measured, everything can be counted.

It will be possible to know precisely the campaign ROI and to optimize it if the results do not live up to expectations.

Thanks to tags judiciously placed on Fabrice's site it's possible to comprehend where users clicked, how long they stayed, whether they came back or compare the performance of two different landing pages to choose, in the long run, the most efficient one.

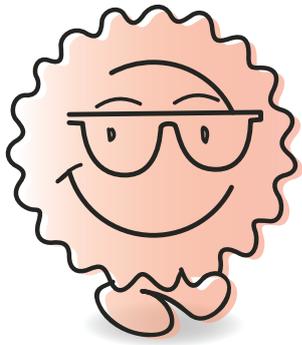
In short, using the power of the internet to develop your business.

And now, how do you anticipate being ready when the business resumes?

Take advantage of the time you have available to work on your landing page and the above-mentioned marketing elements. Once your landing page is finished you can configure all your Google Ads campaign rules, write your ad and choose your keywords and then leave it on standby.

As soon as you heard about the recovery announcements, you will only have to activate your campaign with a single click and take advantage of this advance taken on your competitors.

Thibaut NAHON



Relying on Google Ads campaigns to accelerate recovery.



Thibaut NAHON

+33 (0)6 47 44 62 27

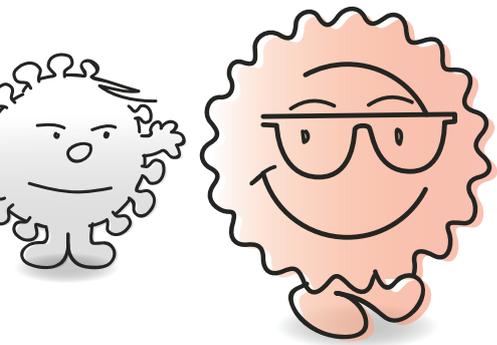
thibaut.nahon@oricom.fr

Founder of ORICOM Agency;
Digital communication agency
specializing in websites creation on
WordPress and expert in Google Ads
advertising campaigns management.

www.oricom.fr



COMMUNICATION



Adapt and anticipate your communication to the crisis context.

The crisis that has been affecting us for several weeks has shaken our communication habits. While all activity sectors have been impacted, the communications effort suggested by this situation can clearly reveal professionals.

Does this mean that we need to question our entire online communication strategy?

Align it only with the economic situation?

Are there opportunities in this context?

Between obvious solidarity and end of crisis anticipation, professionals and companies' ability to adapt is clearly questioned today.

Integrating «Good Practices»

For several days now, you have been seeing a lot of communication on your social networks. With this «*diverted attention*», space seems to be saturated with one and only one piece of information around COVID 19. Practical, anxiety-provoking, human, gentle... it's however essential for the professional to know how to apprehend this subject before echoing it:

- Is this information that I can share useful to my network?
- Is this information corroborated or verifiable?
- How could this information, which I am about to share, be perceived by my current customers and potential prospects?

In addition to these 3 questions, caution, it is essential to maintain self-control:

- Don't saturate the space like «*Huggy Bear*» by polluting your feed.
- Don't confuse your personal communication with the one linking you to your company.
- When expressing yourself personally don't confuse frustration with opinion on a professional network like LinkedIn.

Establishing and renewing the dialogue

A brand will be expected to take care of its employees and service providers first and foremost. This is an element of communication to be disseminated and shared with its prospects. Without exaggeration, it is essential to share it by a simple publication on the social networks you in charge of.

- Communicate around your activities closure.
- List and show your health measures when your activity suggests it.
- Introduce yourself or your employees in a teleworking environment. To precisely insist on the continuity of the service.

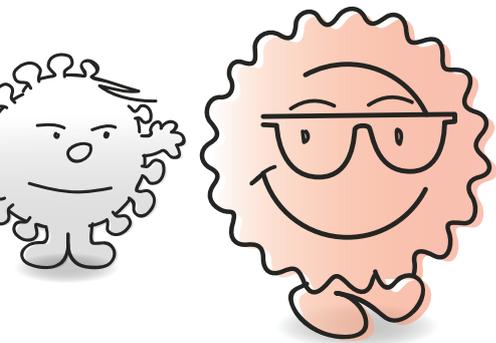
It is obvious that companies that would only try to preserve their commercial margin will be heavily sanctioned. Here we're speaking about the perception towards customers and the general public:

- By not sufficiently applying «*good health reflexes*» putting employees and customers at risk.
- By continuing to communicate as if the crisis was only an epiphenomenon or did not exist.
- By taking advantage of the context to seek to market or sell solutions. In particular, we will have to be attentive to Facebook, Instagram and LinkedIn ads that may detonate in the current context.

So, don't hesitate to suspend them if necessary.

If this is a time for solidarity, the other reflex that every entrepreneur should have is to check his clientele pulse. Although the latter can be indifferently impacted by the context, it's essential to assess the situation:

- How are my clients «coping» with the crisis?



Adapt and anticipate your communication to the crisis context.

- Have I adapted my current service to the context?
- What new timetable and deadlines do we give ourselves in the coming weeks and months?

The same can be done with prospects for the existing estimates.

Rethinking communication

Since time seems suspended, isn't it the moment to rethink our communication?

The one a professional can have online as well as on social networks. This work can first and foremost be audited:

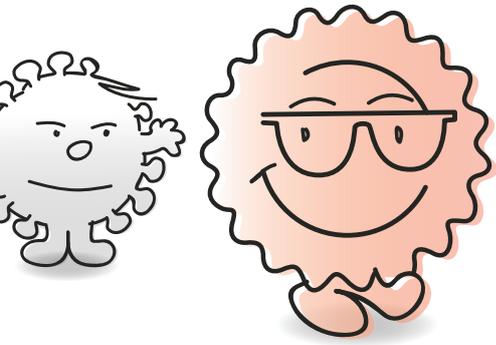
- Is my LinkedIn profile optimized?

- Am I able to program my publications adapted to the context?
- Which social network could allow me to amplify my presence?

So many reflexes which must make it possible to be prepared when the dark clouds will let some shining come through. You can also work on:

- Your website adaptation.
- Your offer and more precisely your keywords SEO⁽¹⁾.
- Online marketing training. On this subject LinkedIn offers many opportunities with its free LinkedIn Learning offer. Accessible from your profile in the menu bar at the top right.





Adapt and anticipate your communication to the crisis context.

From expertise to anticipation

Containment forces us to adapt our services to the scale of the web. There seems to be no horizon except to watch the faint ballet of buses and dog walks. Apart from this perspective, the networks have therefore reinforced their role as a window on the world. This is where your expertise should be highlighted.

- List at least 3 subjects on which you have absolute mastery.
- Adapt these topics to the current situation. For example, question yourself on how your industry should deal with the crisis.
- Use your media (website, blog) to host your analysis and your networks to share it.

My advice

Propose online meetings on these themes. Many examples have emerged in recent days:

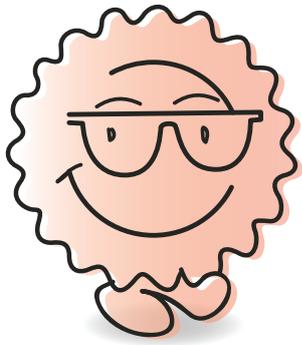
- Live webinar on Zoom.
- Facebook Live from your company page.
- Weekly newsletter.

Even if you're not a fortune-teller, your expertise compels you to anticipate events from now on. So, the topics that you convey will have to integrate this professional anticipation reflex. In your next communications it will therefore be important not to inform, to suggest the «*right reflexes*» but to set forth a projection of your offer. On the scale of your profession

and its universe. To show that beyond the reaction you are already carrying a message of adaptability at the end of the crisis.

Alexis LEMONNIER

(1) Search Engine Optimization,



*Adapt and anticipate
your communication
to the crisis context.*



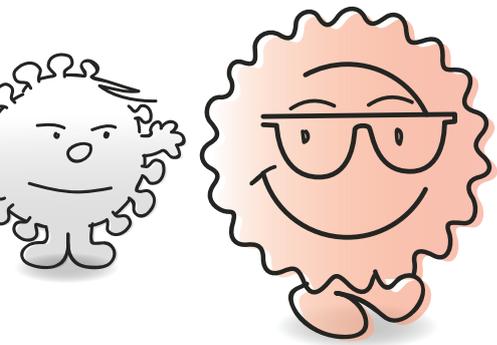
Alexis LEMONNIER

+33 (0)9 50 76 41 00
contact@boxsons.net

Social networks
expert and trainer

www.boxsons.net





Finding new prospects through inbound marketing.

During containment, are you receiving prospects messages from your website? No! Yet, your website does not stay home alone in its corner. On the contrary, during containment, searches multiply whether on Google or Social Networks.

So why don't you have new contacts?

Inbound marketing strategy

This strategy consists of changing the course of business research.

Traditionally, a company searches for new prospects. These techniques are known as telephone calls, sending newsletters or advertising.

Unfortunately, these techniques are losing their power, because your potential prospects are literally overwhelmed by sales calls and receive a plethora of newsletters they don't even read. Not to mention ads blocking tools.

Conversely, **inbound marketing** is a technique that consists of drawing the attention of prospects so that they are the ones who contact the company directly. Either directly by calling the company (hence the importance of having a phone number visible at the top of the page of your website), or by email or by entering a contact form.

OK, OK, that's the theory, but practically what do I do?

The approach is intellectually simple, but a little more complicated to implement.

• Step 1: define your ideal customer

That means, the type of prospects with whom you like to work, who pay well for your products or services and who can generate recurrence.

The more specific you are, the better the definition of your ideal customer is.

For example, Frantz is a home childcare specialist. One of many.

Nevertheless, he has defined his ideal customer:

A mother with young children, located near his agencies in the counties 92 and 78, who has nanny problems and a network with lots of girlfriends who have the same needs.

• Step 2: Analyze the ideal client needs

What are, on a daily basis, the topics of interest for him? What does this ideal customer read? How does he grow in his job, his activity? What are his daily problems?

Let's get back with our friend Frantz. His target, mothers all have questions about everyday life: bickering between brothers and sisters, how do they react to nannies change, rivalry between brothers and sisters...

Now you have the list of topics that will challenge your ideal customer.

Shall we continue?

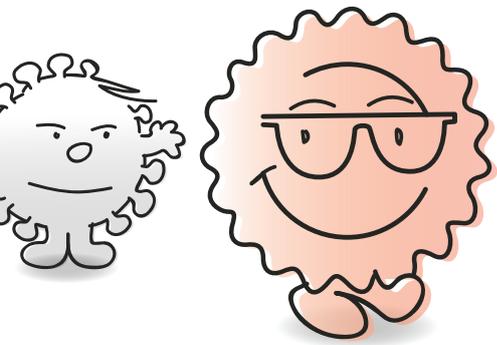
• Step 3: Write down key phrases

They are likely to be referenced by Google and linked to the topics defined in the previous step.

For each theme, you should write short, punchy sentences that are likely to be well referenced by Google. Each sentence must also be reworded with synonyms, even if they mean the same thing.

Frantz has drawn up his key words list: «*school*», «*nanny*», «*holidays*», as well as all the everyday worries such as «*car journey*», «*teething*», etc.

He then drafts key phrases such as «*How can*



Finding new prospects through inbound marketing.

you relieve your child's teething?», «car journey, how to avoid jitteriness», and so on.

He can move on to the final stage.

• Step 4: Writing high value-added content

In fact, the goal is to write a feature article, answering one of his ideal client issues, by integrating one or more key expressions.

Frantz, for example, has chosen to position his articles as factual instructions in the form of advice to parents. His various articles are often ranked in first position on Google, which ensures him incoming calls.

Frantz's technique works well in B2C, and answers his client's information needs, who are often anxious about their children's problems. In B2B, we favor stories. These sell more than factual recommendations. In this article, what were you most interested in: the theory or Frantz's example?

And that's it, just write articles, and «I get loads» of new customers?

Not quite, even if most of the work is done. With your publications, you certainly improve your site referencing, but there are still some actions to be done:

- First of all, each article must integrate computer tags «H1, H2, title», etc. in order to maximize Google referencing. It must contain at least 200 words to be taken seriously by Google.
- Publish regularly, at least twice a month.
- Each article must be illustrated by an image, which itself will have a filename with the key phrase of the title, and a significant «alt» tag (yes, I know, this is double Dutch).

- Likewise, each article must have its own specific page (called landing page).
- In addition, your article should be relayed on social networks in order to improve the incoming traffic of your site on internal pages, which also improves SEO⁽¹⁾.
- And social networks mean, comments, responses and moderation.

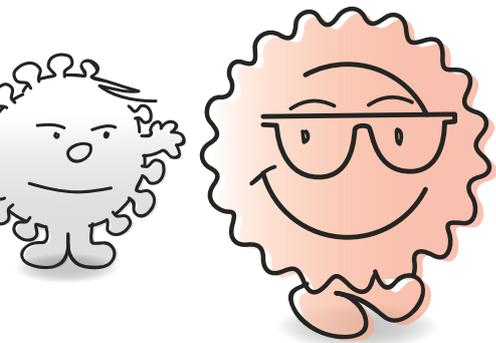
Can I do even more?

Here are three additional ways to generate even more incoming calls:

- On each article, you must imperatively integrate a «call to action», i.e. encourage the reader to contact you either by calling you or by filling out a contact form.
- Once or twice a year, you write a «white paper» on your activity. This can only be downloaded after filling in a form, so you have a list of contacts interested in your company.
- Finally, 40% of internet searches are now done on YouTube: video is becoming an essential tool. With your smartphone, in an appropriate space, you can capture the strong points of your feature article in a short format (60 seconds maximum). And why not interview customers, real stories that will bolster your credibility.

My advice

Take advantage of this time to call your customers and ask them what their real problems are. For each question, add a «why?» to go further into the motivations of your customers. Then establish your key expressions and write your articles.



Finding new prospects through inbound marketing.

Have at least 4 articles in stock in advance, because as soon as the recovery begins, you risk drowning in your daily work.

Finally, be aware that this marketing technique is reflected on the medium term, the time that Google references your various articles. In this way, you can prepare for the future with greater peace of mind.

Pascal CHAUVIN

(1) Search Engine Optimization,

Coronavirus : comment organiser vos journées à la maison ?



Avec la situation actuelle, les écoles sont fermées et vous devez jongler entre le télétravail et l'école à la

...

Découvrir

Comment préparer votre aîné(e) à l'arrivée d'un nouveau bébé ?



Votre famille va bientôt s'agrandir et vous appréhendez le moment de l'annoncer à votre aîné(e) ? Vous vous demandez sûrement

...

Découvrir

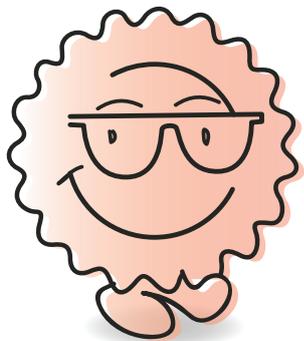
Comment soulager les poussées dentaires de votre enfant ?



Les premières dents de lait de votre bébé commencent à sortir et s'accompagnent de fortes douleurs aux gencives. Découvrez

...

Découvrir



Finding new prospects through inbound marketing.



Pascal CHAUVIN

+33 (0)1 77 75 17 89
pascal@xyloon.fr

XYLOON

Agency specialized in the creation of tailor-made websites and expert in writing and highlighting content.

www.xyloon.fr





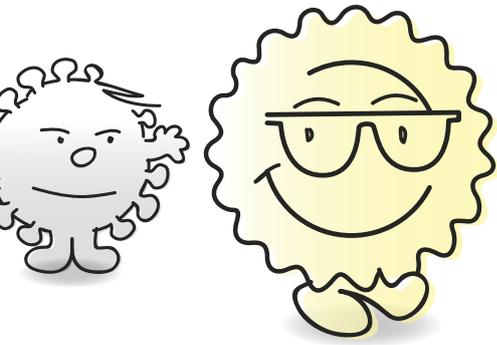
TAKE ACTION NOW!

Page 64 **YOUR ACTION PLAN**

Page 65 **QUOTES**

Page 66 **LIST OF BOOKS TO READ...**

WHITE PAPER
SPRING 2020



My action plan

Today, the 2020,

I have decided to intentionally engage in the 4 relevant ideas that I am putting into action right now:

My number 1 priority:

My number 2 priority:

My number 3 priority:

My number 4 priority:

I'm going to send a **THANK YOU** to each of the authors (😊)

Tomorrow?

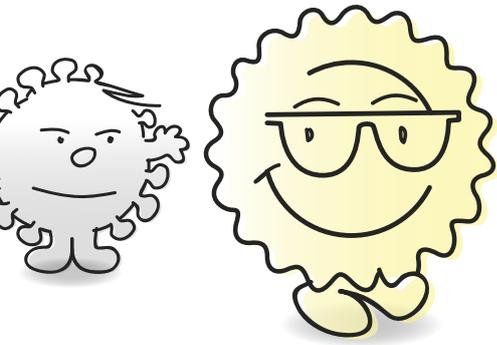
My priority 1:

My priority 2:

My priority 3:

My priority 4:

I'm going to send a **THANK YOU** to myself, because I'm worth it. (😊)



Quotes

«Existence is a perpetual movement, everything changes at every moment, and resistance to this change can only lead to misfortune. It is the confidence in life that allows one to move forward, bounce back, and finally enjoy what happens.»

Laurent GOUNELLE

«One must learn from every misfortune and bounce back from the falls.»

Gustave FLAUBERT

«Knowledge is the beginning of action, action is the fulfillment of knowledge.»

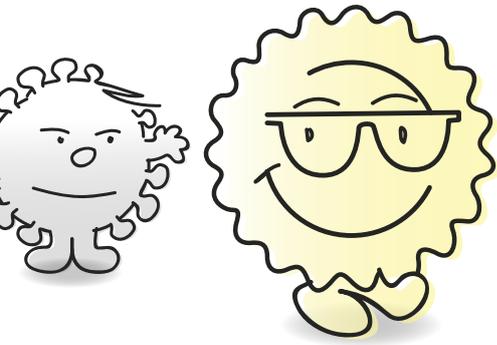
Wang YANG MING

«Intelligence must vivify action; without it, action is futile. But without action, as intelligence is sterile!»

Roger MARTIN DU GARD

«I don't believe in fate that strikes men no matter what they do, but I do believe in fate that strikes them when they don't act.»

G.K. CHESTERTON



List of books to read...

1. THE POWER OF NOW - Eckhart Tolle.
2. The Leader Without Title - Robin Sharma.
3. The Book of Joy - His Holiness the Dalai Lama [Tenzin Gyatso], Desmond Tutu.
4. Living Intentionally - John C. Maxwell.
5. The Compassionate Samurai - Brian Klemmer.
6. The Richest Man of Babylon - George S. Clason.
7. Autobiography of Martin Luther King - Clayborne Carson.
8. Autobiographie de Martin Luther King - Clayborne Carson.
9. Pre-suasion - Robert Cialdini.
10. The Truth About What Motivates Us - Daniel H. Pink.
11. Who's In Your Room- Ivan Misner.
12. Who Stole My Cheese - Johnson Spencer.
13. E-Myth - the entrepreneur myth revisited - Michael Gerber.
14. The day I learned to live (2014) - Laurent Gounelle
15. Correspondence, 23 May 1852 - Gustave Flaubert

And for all those who need energy: Jonathan Livingston the Seagull - Richard Bach

Thanks to:

Alexandre GHAHARI

Alexis LEMONNIER

Didier-Manuel BORREGA

Guillaume MENAGER

Iéna DE ASSIS

Jean-François ROUSSET

Jean-Michel STEBER

Julie GIRARD

Nadège HUSS

Pascal CHAUVIN

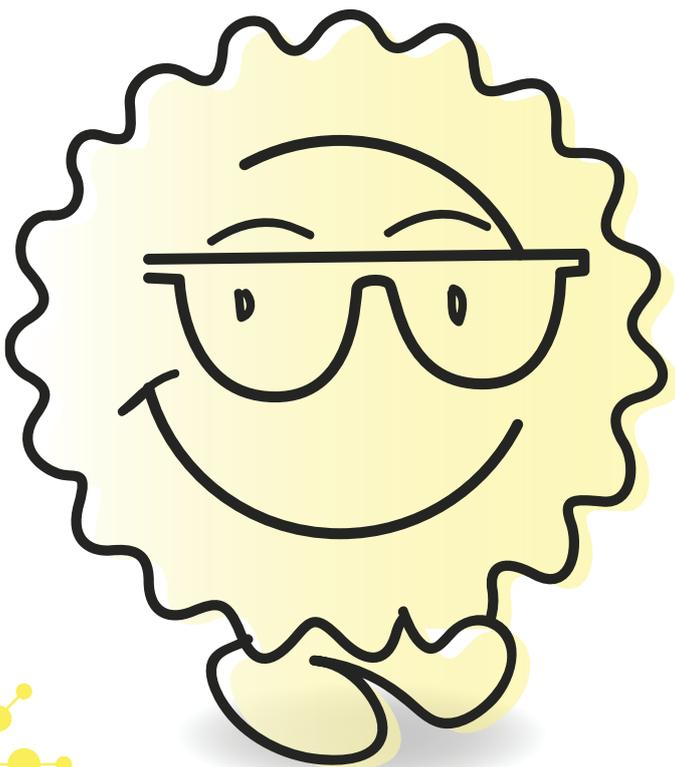
Samantha DELLUC-MARCHAND

Thibaut NAHON

Thierry MOUTON

Véronique CHRISTON

Xavier PERLEAUX



**TAKE ACTION
NOW!**

«You can't go back and change the beginning of the story. You can start where you are and change the ending.»

C.S. Lewis

Find all these inputs on
www.mettez-vous-en-action.fr

You can share this book with your networks, relations, friends... This one is free. Nevertheless, all the texts are copyrighted.

This collaborative work was coordinated by Pascal CHAUVIN.

Layout and illustrations were created by Didier-Manuel BORREGA.

Translation and proofreading were done by Jean-Michel STEBER and Guillaume MÉNAGER..