



## **B1-AKT LEADING SUSTAINABLE STRATEGIES & PARAGON COMMUNICATIONS**

**INVENT INSPIRE INTEGRATE & GUIDE RENEWAL**

**FOR LEADING  
BUSINESSES  
AND SUSTAINABLE  
DEVELOPMENT**

**[WWW.B1-AKT.COM](http://WWW.B1-AKT.COM)**

## **B1-AKT's LEGAL INFORMATION & CONTACT**



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**THERE CAN BE ONLY ONE**



**WE'RE INTO  
CREATING THE  
FUTURE BUSINESS**

Leading Sustainable Strategies  
& Paragon Communication  
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## **BEST-OF-BREED KNOWLEDGE**

**B1-AKT Leading Sustainable Strategies & Paragon Communications** is an international endeavor with a proud history, an **entrepreneurial drive** and a **pioneering spirit**.

B1-AKT offers you the most **innovative, leading and sustainable solutions** in complex project steering, international management, intercultural training, holistic & archetypal communication.

We do it via **strategic advisory & leading training services, change management and innovation labs**.

B1-AKT provides the **sharpest Business strategies, Impactful activities & Leading communication** that meet the needs of the enterprise and its stakeholders today, while protecting, sustaining and enhancing the human and natural resources that will be needed in the future.

## **SUSTAINABLE & SMART SOLUTIONS**

**Our company enables a network of global shapers, driving dialogue, action and implementing change.** We work with companies, institutions, and political parties to develop strategic responses as to maximize their impact through **sustainable solutions & ecosystems**. We are bringing them to their highest level, developing and improving its leaders, people, culture, systems and processes.

Proudly independent, we are not too small to be ignored — and not too big to end up ignoring you. We have **proven success through our many years of experience**, and a **team of talented and passionate people worldwide** who work together to produce consistently great results.

Even as we've grown, we have retained our entrepreneurial drive, always seeking undiscovered innovations that keep us one step ahead of the competition. **We go beyond the common and accepted** and are in constant **pursuit of the bold and unconventional**.

Our credo: **One team committed to excellence & sustainability.**



## **OUR GLOBAL SERVICES**

**20 years+ of initiating and delivering sustained results and effective change.**

We solve our clients' toughest challenges by providing unmatched services in:

**Designing & Implementing Leading Sustainable Strategies // Paragon Communication // Enabling Sustainable Politics & Diligent Political Advising // Steering global complex projects // Change Management**

### **ADVISORY SERVICES - “For leading businesses and sustainable development”**

We work with companies, institutions and political parties to develop strategic responses as to maximize their impact through sustainable solutions & ecosystems. We are bringing them to their highest level, developing and improving its leaders, people, culture, systems and processes.

### **ACCOMPANIMENT SERVICES - “Invent Inspire Integrate and Guide Renewal”**

B1-AKT offers you the most innovative, leading and sustainable solutions in complex project steering, international management, intercultural training, holistic communication. We love innovation, and we work diligently to uncover innovative concepts, ideas, and sustainable practices.

### **TRAINING SERVICES - “ We break Management, Language and Communication Barriers Together”**

We are creating sustainable leaders & managers, intercultural actors. We provide a highly practical perspective on one of today’s most pressing business issues: how to lead in a complex, cross-border, multicultural environment.



## **INNOVATION SERVICES** - “Design to Innovate and Innovate to Transform”

By applying the power of holonomic', design thinking, transition and strategic design to your organization's business models, you can drive transformation, create growth and implement sustainable development. We combine creative ideas with viable business models that solve real problems to come to a sustainable business model.

We open people up to new ideas, help them to experiment with new approaches, and free them up to support the development of social entrepreneurs working on shared goals. Simply put, with us, innovation is finding and applying new approaches to address existing problems or serve unmet needs.

## **FORECAST & TRENDS** - “Shaping a better future”

B1-AKT enables a network of global shapers, driving dialogue, action and implementing change.

Mission: Implement sustainable development and sustainable solutions, create long-term, global-positive change, by using innovative tools and sustainable strategies to get there.

We bring together diverse stakeholders that represent diverse communities, academic institutions, private and state institutions, entrepreneurs and investors who are co-creating an enabling environment as to develop tangible and sustainable solutions responding to multidimensional challenges, helping to build more inclusive communities, enabling Sustainable Policies for positive impact.

We also provide Innovative tools, methods, and systems to solicit public feedback, offering (French) People more opportunities to participate in policy making while providing government with the benefits of their collective expertise and information.



*“We are inspiring leaders working to create transformational change.*

*Our work is diverse. Our approach transnational. Our goals are unique.*

*But we stand united in our purpose: build a brighter and sustainable future”.*

# THERE CAN BE ONLY ONE

INNOVATION // CREATIVITY  
DESIGN THINKING // LABS



Leading Sustainable Strategies  
& Paragon Communication

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## B1-AKT MEET THE FOUNDERS



**Innovative Entrepreneur. Global Shaper. Deep Thinker. Strategic Mind.**

**Yannick Le Guern, Founder at B1-AKT Leading Sustainable Strategies & Paragon Communication - 20 years of experience: proven record of impact and implementation of effective change.**

**“As a person who thrives in high-pressure and fast-paced situations, I strive for positive results through the application of co-evolutionary leadership and humanistic management abilities”. YLG**

**Key Words: Wise Leader // Sustainable Strategist // Archetype Communication // Complexity Expert // Public Policy Implementation // Lecturer // Innovator // Researcher // Humanist // High Political Adviser // Journalist // Change Maker // Internationally experienced // Network aggregator // Golden Brain**

Yannick Le Guern, President and Founder of the company [B1-AKT Leading Sustainable Strategies and Paragon Communication](#), offers an example of today's **global sustainable leader & change maker**: internationally experienced with the ability to turn experience into **value creating opportunities** that serve both his organizations and the world.

Yannick studied at the renowned University of Paris IX Dauphines where he obtained a PHD in Strategic Management and Organizational Sociology. Actively involved in **global sustainability**, public policy implementation and politics he started his career during, Jospin Government, as **high leading technical advisor**.

A few years later, he participated in the **strategic reorientation** of the renowned Advancia-Novancia Business School and **created a Master's degree in Entrepreneurship**. Already concerned by the will to develop sustainable projects, he introduced in France the new concepts on the **responsible, social and sustainable entrepreneurship**.

He led the Business Incubator of the Chamber of Commerce and Industry- Paris. He was also attached to the entrepreneurship chair HEC-ESCP-ADVANCIA and he exercised activities of **professor-researcher**. Presently, Yannick continues his activity as lecturer concerning **entrepreneurship, complex projects steering, public policy implementation, leading and strategic management**.

His focus would eventually shift towards creating **strategies for sustainable leadership** that also addressed pressing human problems. He recently launched an **unparalleled network** for global sustainable change the **“Global sustainable leaders network”** together with other sustainable and change actors.

Together with Laura Petrache he launched the first European Migrant Sustainable Integration Lab. His latest achievement was concretized under the project **“Institute for Government”**. This Institute offers Agile Solutions and Global Sustainable Policies B1-AKT helps **make government more effective**. He believes that **“risk brings change and opportunity and that risk-taking is an indispensable part of leadership”**.

**Interests: Co-evolutionary Leadership//Win Cube//Social Design//Axiological Action//Holonomic(s) Approach//Transition Design//Politics//Civic Engagement//OGP**

## B1-AKT MEET THE FOUNDERS



**Visionary entrepreneur. Global Sustainable Leader. Change Maker. Innovative Mind.**

**Co-Founder at B1-AKT Leading Sustainable Strategies & Paragon Communication. 20 years of experience: proven record of impact and implementation of effective change.**

**"I possess strong aptitude for optimizing performance and I am able to visualize success and identify innovative and effective strategies for achieving it." LPG**

**Key Words: Paragon Communication Leading Expert // Motto design // Design Thinking // Innovation // Intercultural Expert // Capacity Building // Sustainable Strategies of Communication // Internationally experienced // Network aggregator // Inspirator // Mentor // Story Teller // Out of the box Brain**

Involved in the world of politics Laura is very active in supporting and advising political figures as senior political adviser. Her life and background are **international**, her experiences **intercultural**, her sharp and agile thinking is able to adapt both "in" and "out of the box" thinking.

As leading intercultural expert, she brings a wealth of experience and insight to several peacekeeping missions and she continues to help determine the overall strategy and direction of [AKT AS 1- Leading Intercultural Training Institute](#) that she created.

She believes that a cultural "**hybrid identity**" is a sustainable key of social development. Laura is cultivation a thriving ecosystem for social innovation and more sustainable, equitable, and inclusive communities. "[Trans-nationally, trans-lingually and trans-culturally](#)" are the key words she uses for a "sustainable future".

She **breaks Management, Language & Communication barriers** and believes that successful communication is to be able to comprehend, speak and understand the "culture". Laura also strongly believes that **creativity drives innovation, innovation drives entrepreneurship, and entrepreneurship drives sustained economic growth**.

Being an Intercultural Mediator, a Fellow, a Change Maker and Mentor is what she does best. As mentor, she cares **about the future of democracy and the wellbeing of generations to come**, helping young people believe in themselves and their abilities to improve the world, as to create positive social impact. As a fellow for the Change Makers Alliance, Laura shares Humanity and builds a better world!

As builder of sustainable communities, and founder of Migrant Integration Lab, she provide a **transnational** framework defining **sustainable actions** (migrant integration, economic development, **job creation**, promoting democracy and solidarity) by fostering cohesion, gender equality, tackling social exclusion, poverty and generational as well as demographic disparities.

**Interests: Gender Equality//Transnationalism//Migrants Sustainable Integration//Identity-Civic engagement-Sustainable Communities//Education- Sustainable Learning//Global citizenship& Democratic Values//**

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LEADING SUSTAINABLE STRATEGIES //  
**GLOBAL AGENCY**



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## More about our services here below



# **IMPLEMENTING LEADING SUSTAINABLE STRATEGIES & PARAGON COMMUNICATION**

B1-AKT helps you build lasting capabilities into your team and help your organization mobilize for change. We offer creative solutions that have helped thousands of companies develop and execute **winning, sustainable strategies** that create more value in their business.

## **B1-AKT helps you implement**

- Strong leadership alignment and support
- Proactive organizational change management
- Effective 360-degree communications
- Practical project governance
- Collective team commitment

## **We work collaboratively with you, so you can:**

- **Achieve consistent, long-term growth**
- **Develop a corporate strategy that produces sustainable value**, one that enables you to reach full potential in your core business, expand into adjacencies using a repeatable model, and successfully expand into emerging markets.
- **Make key decisions on where to play and how to win** by developing a business unit strategy that takes a specific business to its full potential.
- **Develop communication strategies** that deliver on the promise of your core strategy, with a unique approach that combines near-term, high-impact initiatives with a bold vision
- **Leverage the power of proven tools and techniques** that enable you to execute your strategy with quick-hit problem resolution that recaptures the responsiveness your company enjoyed in its early days. Our structured approach to innovation enables you to merge the talents of your commercially focused and creative team members to spur the innovations that fuel your strategy.



## **PARAGON COMMUNICATION**

Align leaders on strategy and arm your leaders and teams to drive performance. This is accomplished through facilitated sessions, training programs and leader activation toolkits geared to your organization's priorities and leader development needs. We'll help you articulate your strategy, prioritize communications and provide the skill-building needed for high performance leadership.

### **ENABLING THE FUTURE OF INNOVATIVE COMMUNICATIONS**

By applying our communication solutions you will increase the efficiency, relevance, impact and effectiveness of your entire communications ecosystem. We are providing paragon communications solutions, **providing sustainable development and enabling the future of innovative communications.**

#### **B1-AKT helps you Drive Performance through Communication, we:**

- Facilitate leadership meetings to define and articulate organizational strategy, including mission, vision, values and strategic priorities
- Plan team-building meetings and strategy retreats for communications and leadership teams
- Provide communication skill-building training for leaders at all levels (in-person, via webinar, e-learning)
- Equip leaders with tools that create shared meaning and empower leaders to be effective communicators
- Measure the effectiveness of a leader's communications against best-practice leadership attributes
- Provide executive coaching to elevate how leaders lead and drive results



## **ENABLING STRATEGIC COMMUNICATIONS WORLDWIDE**

- Develop communication strategies that deliver on the promise of your core strategy, with a unique approach that combines near-term, high-impact initiatives with a bold vision
- Effective media & branding we do it all. Our meticulous and out-of-the-box strategic approach to campaigns and causes has helped not only turned heads; it's shaken up the status quo time and again. Simply explained: We give your vision a voice!

## **EXAMPLES OF DESIGN & CONCEPTION**

**Coca-Cola** : Innovative Design/ Communication Concept/Branding/ Worldwide Communication Campaign Implementation, monitoring and evaluation

**Philips** : Motto design/Branding Concept Design/International image/ Communication tool kit

**Ruth's Jewellery** : Motto design/ Holistic Campaign/Brand Image/Worldwide communication campaign implementation

**ZALE's** : Company Spirit/ Motto design/ Holistic Campaign/Brand Image/Worldwide communication campaign implementation

**DKNY** : Out of the box fashion concepts/ National and International Communication Campaign Implementation

**Teamwill** : Strategy of communication for the international development/

**Momentys** : Strategy of communication design and implementation

**Elixir Media**: Motto design/ Brand/ Spirit



## **ENGAGE EMPLOYEES TO DELIVER ON STRATEGY**

**Activate your strategy at the front lines so that employees are connected, high performers who advance organizational goals.**

We can help you:

- Develop strategic messaging for your organization, brand and key initiatives
- Articulate a leader's vision and strategy for the organization to engage employees
- Develop an internal rally cry to drive behavior change
- Communicate change to minimize the downsides in which business could be stopped, slowed or interrupted
- Leverage the upside of change to accelerate business results
- Plan your communications to connect employees to what matters most in your organization
- Leverage diversity and inclusion to drive engagement and productivity
- Accelerate leaders' impact with communication skill-building

## **IMPROVE CULTURE**

Articulate and create an authentic culture that engages employees and inspires teams to drive the performance you desire. When employees advocate for their organization they deliver on the brand promise and drive performance.

Build from your organization's culture and improve the employee experience to boost employee engagement and performance.

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TOUGH **LEADERSHIP?**  
STRATEGIES TO EMPOWER

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## **ENABLING SUSTAINABLE POLITICS & DILIGENT POLITICAL ADVICE**

We are designing and implementing your political campaign strategies and ensuring political communication with impact.

### **POLITICAL CONSULTANCY AND CAMPAIGNS**

B1-AKT helps you to understand what's driving an issue, the key players, and how they can be swayed. We advise clients on their outreach strategies; or we deliver a multi-layered political campaign on your behalf, drawing together direct advocacy at all levels by building broad coalitions of stakeholders.

Businesses and governments must deal with volatile politics, shifts in public opinion and fast-changing technologies. We deliver winning campaigns to influence opinions, policies and decision-makers at global and local level. B1-AKT **shapes the political environment to create more opportunities to create value.**

Our strategic advisory and support services are made to create value, ensure compliance, and align with expectations. We are also ensuring grass root expectation and research.

### **POLITICAL STRATEGIC COMMUNICATION**

Whether it's developing a strategy for a break-through campaign launch, providing political and strategic guidance or helping to manage and oversee your daily campaign operation — we'll help you build your campaign and put together a strategy to win.

We'll help you find your voice and tell your story. We'll get you on-message and deliver that message in an impactful, memorable way, directly to the audience that you need to win. From crafting a creative communications strategy to producing gripping and effective media & branding we do it all. Our meticulous and out-of-the-box strategic approach to campaigns and causes has helped not only turned heads; it's shaken up the status quo time and again. Simply explained: We give your vision a voice!

**B1-AKT**  
**ADVISORY SERVICES**  
**OPPOSITION RESEARCH**



B1-akt helps political candidates know themselves, their opponents and the playing field so that they can avoid potential pitfalls and stay ahead of the competition.

## **INTEGRATED CAMPAIGNS**

No one shapes and manages opinions like we do. Whatever the challenge, our integrated approach engages multiple stakeholders with proven strategies and tactics.

## **CREATING SUSTAINABLE POLICIES & RESEARCH**

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

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

## **GOVERNMENT EMPOWERMENT**

B1-AKT offers unique insights and advice from experienced people who know what it's like to be inside government and we provide inspirational learning and development for very senior policy makers.

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



## **STEERING GLOBAL COMPLEX PROJECTS**

B1-AKT helps you implement Leading strategies to handle the complexities of your projects. Our leading team put your projects on track, solve issues and deal with complexity within intercultural and international context and stakeholders ecosystem.

### **OUR CPS® METHOD**

Our CPS® method (Complex project Steering®) is designed by B1-AKT Leading expert as to solve complexity issues related to projects. It is based on methods and best practices, arised from Prince 2, PMPBOK, Scrum master and agile projects, such as BPR, Stakeholder Management, Change management, Social Psychology and Archetypal Communication .

### **B1-AKT THE PEAK GLOBAL BODY OF SUSTAINABLE SOLUTIONS**

B1-AKT is the peak global body for the development of sustainable solutions to the effects of complexity. These solutions have application across all industry sectors; corporate, NGO and government initiatives globally.

At B1-AKT we utilize global networks to develop and sustain effective relationships between CPM thought leaders, practitioners, subject matter experts, business and government within B1-AKT 's interconnected networks and the wider complex project management community globally.

We function like a hub, drawing together the capabilities of its Associate Partner Network of research institutions and subject matter experts to develop and deliver customised, systemic, broad based solutions at organizational, program and project levels.



## **ROBUST PROJECT MANAGEMENT PRACTICES**

We help you implementing robust project management practices from day one as to improve the chances of delivering a project on time and on budget. More than “on time” and “on budget,” B1-AKT also help organizations deliver projects “on mission” in accordance with their goals, values and culture by encouraging innovation and by facilitating teamwork and collaboration.

To remain competitive, companies are establishing inventive, but also complex, organizational communities. These alliances may be with strategic suppliers, networks of customers, and win-win-win partnerships with key political groups, regulatory entities and other stakeholders.

Through these inventive alliances, which manifest themselves in both physical and virtual models, organizations are addressing the pressures of unprecedented change, global competition, time-to-market compression, rapidly changing technologies, and increasing business and technological complexity.

Applying the appropriate team management techniques to multiple parties at the right time is a complex endeavor. The project leadership role becomes as much about team leadership and group development, as about project and requirements management.

## **LEADERSHIP WHEN IT COMES TO COMPLEXITY**

When dealing with grand challenges, the only way we can deal with them is with a project approach. B1-AKT considers that when managing a complex project, you are a *team leader*, not a project manager.

Great teams do not happen by accident. Hard work, planning, and disciplined effort are required to convert a group of great people into a great team.

For complex projects the effort is magnified because multiple large, geographically dispersed, and culturally diverse teams are involved. Leaders of complex projects cease to be project managers and become leaders of teams. Both conventional and adaptive approaches are needed for large, long-duration projects to be successful.



## **FORECASTING SERVICES**

Our Foresight department identifies and studies the strong and weak signals of market evolution, individual and collective behaviors, the evolution of production and consumption systems, the influence of digital and artificial intelligence in order to shape strategic and sustainable response.

Our trend forecasting methodology is based on solid expertise.

### **FOR BUSINESS**

What separates market-leading companies from the rest is their ability to not just read the current market trends but also foresee the future and plan for it.

We develop enterprise-wide predictive analytics to help you see the bigger picture.

We don't just stop at forecasting — B1-AKT develops effective, result-oriented plans, based on hard data, to help you respond to increased demand volatility, improve supply chain visibility, identify risks, and react quickly to unexpected events.

### **FOR UNIVERSITIES**

Institutions are increasingly looking to demonstrate the value of the research they produce. B1-AKT works with universities to implement a strategic engagement programme which demonstrates the value of your research, thereby providing strong impact case studies for the next REF.

### **FOR INSTITUTION AND POLITICAL FIELD**

Please contact us.



## **CHANGE MANAGEMENT**

We help our clients facilitate the organizational, cultural and people changes needed for successful business change programs in order to ensure adoption and maximize associated benefits. B1-AKT leads your transformation through following main service:

### **STAKEHOLDER MANAGEMENT**

The identification, assessment, mapping and planning associated with engaging people interested or affected by project and programs.

### **COMMUNICATIONS**

Tailored, targeted messaging and feedback mechanisms to ensure the right messages reach the right people in the right ways, at the right time.

### **PREPARING ORGANIZATIONS FOR CHANGE**

Activities for assessing change readiness and impact; creating a shared vision, establishing a compelling business case, and defining an effective change management strategy and execution plan.

### **ORGANIZATION DESIGN / TARGET OPERATING MODEL CHANGE**

The assessment of existing operations and the change impact to them, the creation of a high level vision of the future state and the identification of the change activities required to achieve the target operating model.

### **BEHAVIORAL / CULTURAL CHANGE AND SUSTAINING CHANGE**

Activities that drive and embed change within the organization through leadership and organizational preparedness, motivation, incentives and cultural adjustments.

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GET ON THE FAST TRACK TO **SUCCESS**



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## PRÉSENTATION B1-AKT

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B1-AKT est une **société internationale de conseil**, formation et accompagnement, basée à Paris.

### PRINCIPAUX CHAMPS D'EXPERTISE :

1. **Conseil formation et accompagnement** en : stratégie, management, organisation, structure
2. Définition et mise en oeuvre de **Stratégies de développement pérennes / développement international**
3. **Définition et mise en oeuvre de stratégies de communication innovantes**
4. **Prospective, tendances, influence**
5. **Pilotage de projets complexes. Methodologie projet** (Prince2, méthodes agiles, Scrum Master)
6. **Open Innovation, Design Thinking, Transition Design**
7. **Conduite de changement, pilotage de transformation**
8. **Mise en oeuvre de politiques publiques. Appui aux collectivités locales // Monitoring & Evaluation de politiques publiques nationales et européennes.**
9. **Projets de cooperation transnationaux à impact sociétal**
10. **Impact social positif** : lutte contre les vulnérabilités, inclusion sociale et professionnelle, Intégration des migrants, rapport hommes-femme (gender equality), 3 piliers du développement durable, entrepreneuriat sociétal, partenariat pour un gouvernement ouvert, apprentissage tout au long de la vie, citoyenneté et solidarité.

Nous sommes **acteurs du développement pérenne des entreprises, et de l'évolution du monde**. Nos actions sont basées sur des expertises hors-normes, sur l'intelligence collective et un solide réseau collaboratif international.



They trust us

Corporate		Public Sector & Institutions
AIRBUS / APSYS	Mac Donald's	Commission Européenne
BOSH / BSH	Elengy	UNESCO CNF CNR
ENGIE	GRDF	Expertise France
Nestlé	Eiffage	French Ministries
Philips	Air Liquide	American Governors & Senators
Phytosynthèse	Orange	Marketing politique et coaching d'élus
Eminence	La Poste	CSRBeyond
Whirlpool	Altran	Projets stratégiques de Mairies et communautés d'agglomérations d'IDF
Delsey	Honeywell	Mairies de Paris, Pantin
Coca Cola	Tesa	Kremlin Bicêtre – Creative Valley – CDC
SNCF	Momentys	Metropole de Rouen
EDF	Blwhere	Communauté d'agglomération du Val de Marne
Franklin Templeton	Segula Engineering	Mairie du 13eme (éducation)
Neuflyze OBC	Akka Technology	Ministère de la Culture
VEOLIA	Team Will	CCI Paris Ile-de-France
ACCOR	Pages Jaunes	Prospective de l'action publique et action publique territoriale.
SEURECA	Elyxir Media	Université Paris IX Dauphine
Symrise	Widoobiz Media	Ecole Centrale-Supélec
Covidien	Aertus	Ecole des Mines
Elior Services santé	Cutlog	Ecole des Ponts et Chaussées
Le CJD	Docks Art Fair	Audencia
Abbvie Biopharmaceuticals	ZALE's	ESSCA
International Baccalaureate	DKNY	
Lehning Group	A la plage	
SAGE	ENHKI	
Golden Brain	Club de Budapest	
Ruth's Jewellery	Storengy	

**References & clients:**

<http://b1-akt.com/who-we-work-with>



**TAKE A RIDE WITH US**  
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