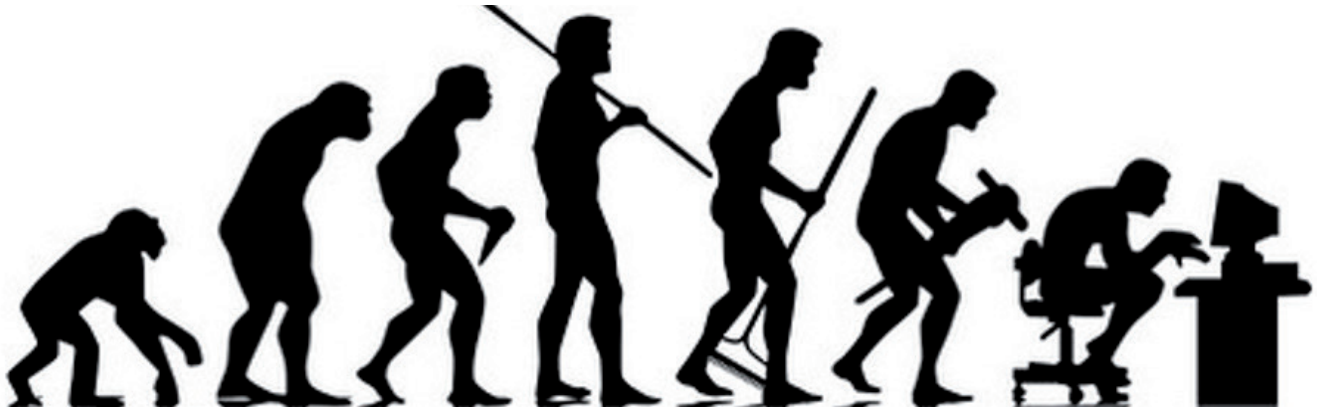




Centre de Recherche Magellan



*Does the theory of evolution lead to slavery? ... and now?*

## ISEOR'S FALL CONFERENCE

Simultaneous translation in French, English and Spanish

IN PARTENERSHIP WITH



*« This Conference is a great first in the ISEOR's history because we will have the pleasure to welcome our key partner, Deuzzi Company, and co-animate with him the thematic.*

*In this world more and more globalized, digital, turbulent and centrifugal, we are convinced of the necessity and the virtue to join our forces and build a strong alliance, founded on common values.*

*This in order to always better gather and accompany to current and future new organizational and human challenges. Digitalization is at the heart of topics and it is up to us to fully take it into account.*

*I wish you a great Fall Conference. »*

Henri Savall

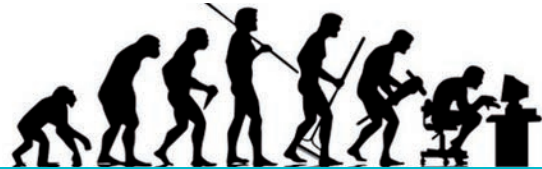
**Taming digitalization:  
at the service of Human  
and sustainable performance**

**18<sup>th</sup> & 19<sup>th</sup> october 2017**

**In Lyon** - iaelyon, 16 rue Rollet 69008

**Information and registration**  
colloquiseor2017@iseor.com

# PRESENTATION



- HOW TO PLACE DIGITALIZATION AT THE SERVICE OF HUMAN AND SUSTAINABLE PERFORMANCE?

- HOW TO FEDERATE PEOPLE TO DIGITAL PROJECTS IN ORDER TO HAVE A LIVING AND PERFORMANT INFORMATION SYSTEM?

## The assessments:

- > Traditional Information Systems (IS) have forgotten human
- > Organizations are the victims of an overabundance of under-used information
- > 75% of IS dysfunctions are linked to deeper causes, inherent to organization and management



Both days of this Conference should permit to think about professional and human evolutions to implement digitalization in companies and organizations. The purpose is to find the balance between digital "greatness and servitude".

Numerous observations on digital impacts in companies and on management make appear that human is at the heart of this transformation with new customer relationships as well as internal relationships. Digital questions competences of each one and the whole organization. The role of the manager and the company head is essential to accompany this evolution.

Through this Conference, we hope to give the opportunity to directors, managers and collaborators to speak about their profession's evolution regarding digitalization and capitalize expert's analysis.

## TOPICS

- Cooperation and interaction between services
- Difficulties in management styles
- Impacts of digitalization on good practices of management
- Impacts on commercial services, marketing, financial direction, Human Resources direction
- Relationship with « internal clients »
- Impacts of the inter-generation management
- Human resources policy
- Corporate Social Responsibility
- Impacts of standards and norms

## EXPERT'S OPINION



14 years of experiences and observations and 200 000 hours of services provisions allow us to affirm that 75% of dysfunctions and hidden costs are caused by corporate's organizational problems, and not by the IT tool it-self. In this context, numerical transformation put into evidence the deficits on people management and work methods.

In "numerical transformation", the term to catch is rather "transformation" than "numerical". It is a fundamental change process for an organization. It is not an approach based on technological solutions, as promising as they could be, but on the ability of each person in the company to lead this transformation.

The impacts of the numerical transformation process relate to new ways of thinking and animating the relationship with collaborators and customers, the time reduction on the bringing to market, the new ways of management (de-partitioned, transversal, collaborative), and innovation on professions and skills in the organization.



Grégoire de Préneuf et Franck Gotte – founders and directors of the company

Head company  
managers, directors  
of numerous sectors,  
consultants, experts,  
we wait for you...

## CONFERENCE FIGURES

- More than **300 participants**
- Ten experts and scholars** will take part to propose good practices in organization and steering
- Fifty company's leaders, managers and collaborators** will share their successes and difficulties linked to numerical transformation

## OBJECTIVES

- DOMESTICATE AND SELF-FINANCE DIGITALIZATION**  
Emphasize the innovating **means of economic implementation of digital**
- CAPITALIZE RESEARCH ON PRACTICES**  
Analyze interactions between **core strategy and information systems development**
- IMPACT OF SOCIO-ECONOMIC MANAGEMENT**  
Appreciate the impacts of **socio-economic management and digital steering**

### Among participants

Manpower (Belgique), Brioche Pasquier, Lamy Lexel, IDSA, Deville SA (France); Frutas Finas Sánchez (Mexique); John Conbere, SEAM Inc. (États-Unis); Soly Import, Elcom, DEUZZI, iaelyon (France); Université de Malága (Espagne); Actalians, Orgalys, Cetaf, Mermet; Fondation Aigues Vertes (Suisse); Nutrisens, Ninkasi, SLB Medical, Les Architecteurs, Capidev, Obiz (France); Université de Fribourg (Suisse); Ines, Esker, Philometis, Lumiplan, Akuiteo (France)...

### CURRENT LIST

# HIGH COMPLEMENTARITIES



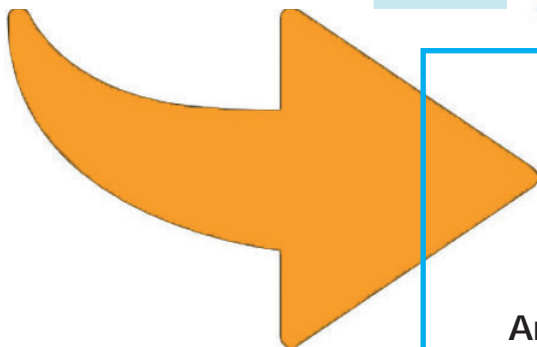
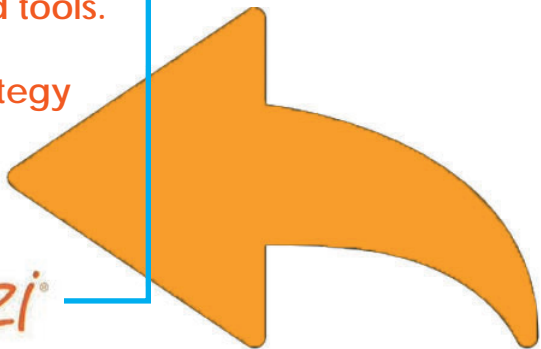
Research and intervention center in  
socio-economic management.

Dysfunction and hidden cost approach, 4713 types  
of dysfunctions reported.

Socio-economic management methods and tools.

At the heart of the organization, of the strategy  
and of management.

TROIZZI®



Deuzzi  
CONSEIL ET COPILOTE  
DE VOTRE SYSTÈME D'INFORMATION

Architect, project manager and administrator  
of Information Systems.

200 000 hours of service provisions realized,  
30% of dysfunctions linked to Information Systems.

Information Systems methods and tools.

At the heart of the digital strategy,  
of the implementation and of professions.