



le cnam

SCHOOL OF MANAGEMENT
iaelyon



Laboratoire Magellan



ISEOR INTERNATIONAL FALL CONFERENCE

Succeeding in change together: Interactive Pedagogy

23 & 24 october 2024

Lyon - iaelyon, 16 rue Rollet 69008



How to engage employees in the company's evolution: what are the educational levers to support the need for renewal of employees' knowledge and skills, but also to help them understand and integrate the challenges related to change management and innovations?

This conference focuses particularly on educational methods within companies and organizations. Nowadays, these entities play a role akin to professional schools, in connection with secondary and higher education institutions.

The interactive pedagogy experimented by ISEOR in partnership with numerous companies and organizations represents a renewed approach compared to traditional pedagogies.

It is therefore necessary to profoundly transform the role and pedagogical methods of managers, internal trainers, consultants and external trainers.

*This conference will provide an opportunity to exchange on innovative experiences of **interactive** pedagogy conducted within companies and organizations, their practical methods, and their impacts in terms of better acceptance of ongoing changes.*

Contact and registration

munoz@iseor.com

PRESENTATION

WHAT ARE THE PEDAGOGICAL TOOLS TO INVOLVE STAKEHOLDERS IN NEW PROFESSIONAL PRACTICES?

HOW TO RESPOND TO THE NEW KNOWLEDGE NEEDS OF EMPLOYEES?

HOW TO TRANSFORM EMPLOYEES' KNOWLEDGE INTO PROFESSIONAL SKILLS?

The COVID-19 crisis, which shook the world in 2020, raised numerous concerns about the future of individuals' careers and sparked a profound transformation of jobs. These disruptions in the labor market are a source of resistance to change among people in organizations, but they also represent an opportunity for innovation: technological advances such as digitalization and artificial intelligence, renewal of management practices in organizations, and the emergence of new knowledge in various fields, particularly in professional sectors.

Companies facing the challenges posed by managing change dynamics require a more effective pedagogy for knowledge transmission and a compelling need to engage all individuals within the organizations. Interactive pedagogy thus proposes a more efficient method compared to traditional pedagogies where «experts» dictate knowledge to relatively passive «learners» treated as consumers of knowledge. In interactive pedagogy, learners actively participate in the training process. The role of the experts is to facilitate the discovery of knowledge to be transmitted, stimulating active participation in the co-production of new knowledge, leveraging existing albeit partial and imperfect knowledge of the learners.

This pedagogy is particularly effective for implementing innovation actions and quickly instilling, in-depth, the knowledge held by «experts». The advantages are manifold: interactive pedagogy enables mobilization of all team members. These teams form small communities of living knowledge within various workshops, services, and departments of companies or organizations.

Thus, the company reinforces its role as a «professional school» in connection with secondary and higher education institutions. This linkage facilitates the enhancement of knowledge transfer from the realms of scientific and technical research to the professional practices universe, thereby creating economic and social value.

THEMES

- Cooperative learning
- Experimental trial and error
- Individual and collective intelligences
- Live knowledge
- « Learning by doing »
- Management theater
- Internal school within the company
- Competitive advantages
- Cognitive interactivity
- Cooperative value creation



Ceo's, managers, leaders

in all industries,

management consultants

and experts,

all are welcome

OBJECTIVES

- **DEVELOP AN INIMITABLE SOURCE OF COMPETITIVE ADVANTAGE**, for the development of markets, products, and employee skills
- **RESPOND TO SURVIVAL AND DEVELOPMENT CHALLENGES**, by developing, formalizing, and disseminating professional knowledge among employees
- **GO BEYOND THEORETICAL DISCOURSE**, by teaching participants to perform actions and carry out specific tasks in the core business
- **FOSTER THE DESIRE TO GENERATE NEW KNOWLEDGE**, based on individual intelligence in the core business of the company

THE CONFERENCE IN NUMBERS

- More than **300 people** will be present during the 2 days
- **About ten experts and researchers will testify about the economic situation and the prospects for economic recovery.**
- **About twenty company directors, managers, executives and employees will share their achievements and difficulties related to the socio-economic**

Among the speakers (to be confirmed) :

- » Jewelry : Atlantis Piercing
- » Education : Académie de Lyon, Le CNAM
- » Agri-food companies : Brioche Pasquier
- » Services companies : E.Leclerc Luçon, architecte Ad-minima, IDP, C+2B Architecture, Looking for architecture, Immobilier Laforêt, Nombalais
- » Industrial companies : Groupe Agostinelli
- » Accounting advice: ADM ; Étude Canllo-Montoto (Argentine)
- » Institutions: OPCO EP
- » Medical-social : Fondation Aigues Vertes (Suisse)
- » Local SMEs : Boulangerie Mamie
- » Restaurant business : Cavatello
- » Health-care: Bovamisi chirurgien, Cabinet dentaire IES

Socio-economic management : 3 Treatises in french, english and spanish

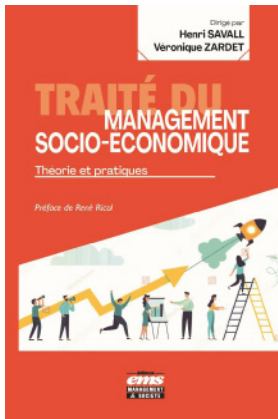
The result of half a century of research and experimentation in economics and management, this treatise is aimed at management professionals.

Socio-economic management (SEAM) makes the demands of humanism in professional life and sustainable economic prosperity compatible. It is illustrated with numerous cases from 2,150 companies and organizations from a wide variety of sectors and presents observed and measured results. Most of these chapters are written jointly by managers or executives of companies and organizations, and scholars or consultants involved in the pilot actions.

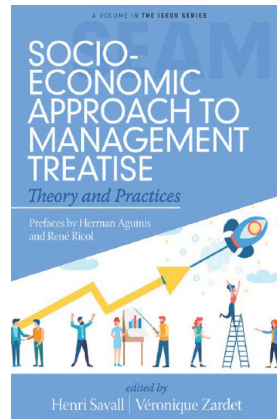
Socio-economic theory constitutes a « breakthrough innovation, » both in terms of its conceptual contribution and the practical methods and tools of its applications. This holistic approach touches on the different functions of the company and its multiple problems. It provides a structured change management method, focused on stimulating Human Potential and on self-financing the development of the company or organization, through the periodic recycling of hidden costs.

A reference publications center

http://www.iseor.com/dernieres_publications



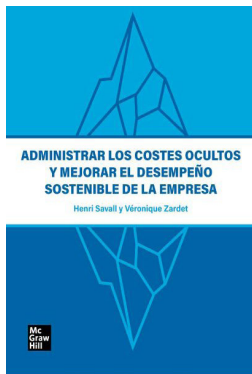
Directed by
Henri Savall and
Véronique Zardet
1312 pages, 2021,
EMS Paris



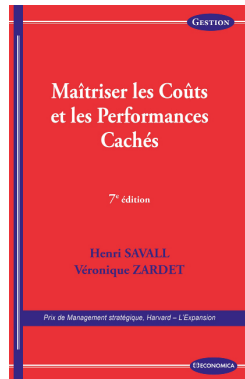
Directed by
Henri Savall and
Véronique Zardet
999 pages 2023,
IAP - Information
Age Publishing,
USA



Directed by
Henri Savall and
Véronique Zardet
1264 pages, 2024
McGraw Hill Spain



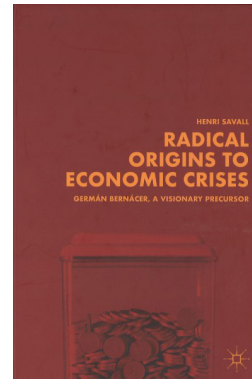
Henri Savall and
Véronique Zardet
380 pages, 2023,
McGraw Hill Spain



Henri Savall and
Véronique Zardet
409 pages, 2020,
EMS Paris



Henri Savall, Michel Péron,
Véronique Zardet and
Marc Bonnet
216 pages, 2015,
EMS Paris



Henri Savall
447 pages, 2018,
Palgrave Macmillan
USA



Anthony F. Buono, Henri Savall
and Laurent Cappelletti
312 pages, 2018,
IAP-Information Age Publishing,
USA

TRAININGS

CEO's, MANAGERS, AND EMPLOYEES HAVE BENEFITED FROM THESE SOCIOECONOMIC MANAGEMENT TRAINING COURSES, derived from its advanced research.

Renseignez-vous : 04 78 33 09 66 ou www.iseor-formations.com

Next socioeconomic trainings in management (SEAM) for leaders, managers, and consultants, in English are :

**Professional Training Seminar « Socio-Economic Approach to Management Techniques and tools required to successfully implement change management projects»
October, 2024**

7 Trainings in socio-economic management (in french language):

- 1 - Achieving change: tools and methods
- 2 - Managing behavior in the workplace
- 3 - Self-financing the company: hidden resources
- 4 - Improving internal stakeholders and strengthening socio-economic management
- 5 - Selling in a turbulent environment: «Commerce = Human Relations»
- 6 - Leading teams: interactive pedagogy
- 7 - Involving employees in company performance