

Jacques PANSARD Executive Education

33 (0)6 07 21 95 54 - 41 (0)77 403 55 62 - jacques@pansard.ch - www.pansard.ch

Executive training courses 2016

6 customizable seminars (delivered in English) for immediate application:

Business consulting: 5 modules

- **Getting started to business consulting:** two days for your junior consultants to learn the basics
- **How to lead the mission?** 1 day to get the supervisor's skills (especially team management)
- **Consultant's selling skills:** 1 day to learn the selling process and work out an attractive proposal
- **Consultant's selling skills - advanced:** 1 day focused on launch of new offers and accounts development
- **In-house consulting:** 2 days to get the best practices specific to internal consulting

Project management : 1 module

- **Basics in Project management:** 2 days to professionalize future project leaders

January 2016

**JACQUES PANSARD EXECUTIVE EDUCATION
MODULE 1: GETTING STARTED TO BUSINESS CONSULTING**

GOAL: JUNIOR CONSULTANTS WILL LEARN HOW TO PERFORM AN ASSIGNMENT (CONSULTING APPROACH AND MAIN TOOLS)

Day 1 - am

Lecture 1: Business consulting

The market and key players' strategy
Main consulting assignments
Client's expectations
Selection criteria
Consultants' ethics

Lecture 2: Consultant's approach

Problem solving road map
From data gathering to findings and recommendations
Appropriation by the client
Basic tools and KPI

Exercise 1 : Mac case - strategic diagnosis

Lecture 3 : Client Relationship

Main difficulties
How to strengthen mutual trust
Behaviour golden rules

Day 1 - pm

Exercise 2: **Lift test to introduce your job (role playing)**

Exercise 3: **Your first meeting with the client (role playing)**

Lecture 4: Business interview

Preparation
Execution
Exploitation

Exercise 4: **Business interview (role playing)**

Lecture 5 : Oral presentation

Basics in communication
Catchy presentations with MS PowerPoint

Day 2 -am

Lecture 6: Lead efficient meetings

Preparation
Execution
Exploitation

Exercise 5: **Oral presentation (role playing)**

Lecture 7: Quality of final reporting

Maturation
Pre-wiring
Final restitution

Day 2 - pm

Exercise 6: **Brain storming facilitation (role playing)**

Lecture 8 : Time is money

How to be more efficient
Time optimization

Conclusion and evaluation

Duration: 2 days

Suggested schedule: 9h-13h and 14h-17h30

Audience: 8 to 10 attendants

Training methods: very interactive lectures – case studies – role playing – lived experiences – periodic summaries of achievements

Preparation: none

This program can be customized to specific objectives, experiences and culture

©Jacques Pansard 2016

January 2016

www.pansard.ch

**JACQUES PANSARD EXECUTIVE EDUCATION
MODULE 2: HOW TO LEAD THE MISSION?**

GOAL: 2 YEARS-EXPERIENCED PROFESSIONNALS WILL GET READY TO SUPERVIZE A CONSULTING ASSIGNMENT

Day 1- am

Lecture 1: Assignment management

- From commercial engagement to operating schedule
- Work structuring and work allocation
- Time and budget follow-up
- Quality management
- Risk management
- Capitalization

Exercise 1: Time initial estimate and follow-up (with MS Excel)

Lecture 2: Team management

- What is leadership?
- How to motivate?
- Get your team more performing
- Conflict management

Exercise 2: Motivate a stressed consultant (role playing)

Day 1 - pm

Lecture 3: Client management

- Kick-off meeting
- Personal profiles awareness with Success Insight
- Strengthen the mutual trust
- Handle additional requests
- Crisis management
- Preparing for following deal

Exercise 3: **Crisis situation with the client (role playing)**

Lecture 4: Internal processes

- Workload management and resources allocations
- Contract management
- Consultancies KPI

Conclusion and evaluation

Duration: 1 day

Suggested schedule: 9h-13h and 14h-17h30

Audience: 8 to 10 attendants

Training methods: very interactive lectures – case studies – role playing – lived experiences – periodic summaries of achievements

Preparation: none

This program can be customized to specific objectives, experiences and culture

©Jacques Pansard 2016

January 2016

www.pansard.ch

**JACQUES PANSARD EXECUTIVE EDUCATION
MODULE 3: CONSULTANT'S SELLING SKILLS**

GOAL: EXPERIENCED CONSULTANTS WILL LEARN HOW TO WIN A NEW DEAL AND UPGRADE CLIENTS' LOYALTY

Day 1 - am

Exercise 1: Know your business (test)

Lecture 1: The proposal

- The global selling process
- First contact with the client: how? What do you expect?
- Pre-study issues
- Proposal contents
- Make your proposals more attractive

Lecture 2: Proposal's defence

- Preparation
- Objections and buying signals
- Main mistakes to be avoided

Exercise 1: Mac case: proposal presentation (group works)

Day 1 - pm

Lecture 3: Negotiation skills

- Negotiation process
- Main negotiation situations for consultants

Exercise 2: **Negotiation between 2 teams (game)**

Lecture 4: Account development

- What is at stake?
- Account manager's responsibilities
- Key data to be gathered : buying centre, culture
- The confidence magic triangle©
- Trust maturity model©
- SWOT analysis
- Action plan and follow-up

Exercise 2: **Individual action plan**

Conclusion and evaluation

Duration: 1 day

Suggested schedule: 9h-13h and 14h-17h30

Audience: 6 to 8 attendants

Training methods: very interactive lectures – case studies – role playing – lived experiences – periodic summaries of achievements

Preparation: none

This program can be customized to specific objectives, experiences and culture

©Jacques Pansard 2016

January 2016

www.pansard.ch

**JACQUES PANSARD EXECUTIVE EDUCATION
MODULE 4: CONSULTANT'S SELLING SKILLS - ADVANCED**

GOAL: SENIOR CONSULTANTS WILL LEARN HOW TO LAUNCH NEW COMMERCIAL OFFER AND UPGRADE CLIENTS' LOYALTY

Day 1 - am

Lecture 1: From idea to road map

Issue referred and proposed solution
SWOT analysis
Targeted markets evaluation
Economic forecast (business model, business plan)

Lecture 2: Internal promotion

Strategic alignment
Coherence and synergies with other activities
How to get support and commitment

Exercise 1: Test interview (role playing)

Exercise 2: Prospecting interview (role playing)

Exercise 3: Business plan

Day 1 - pm

Lecture 3: Opening a new account

SWOT analysis
Contacts grid
Importance of understanding the culture
Tactical approach (channels, messages)
Action plan
Follow-up

Exercise 2: **First meeting with a prospect (role playing)**

Lecture 4: Networking

Expand your network
Manage your network
Seize opportunities

Conclusion and evaluation

Duration: 1 day

Suggested schedule: 9h-13h and 14h-17h30

Audience: 6 to 8 attendants

Training methods: very interactive lectures – case studies – role playing – lived experiences – periodic summaries of achievements

Preparation: none

This program can be customized to specific objectives, experiences and culture
©Jacques Pansard 2016

January 2016

www.pansard.ch

**JACQUES PANSARD EXECUTIVE EDUCATION
MODULE 5: IN-HOUSE CONSULTING**

GOAL: WHY AND HOW TO START AND RUN AN IN-HOUSE CONSULTING DEPARTMENT

Day 1 - am

Lecture 1: Business consulting

- The market and key players' strategy
- Main consulting assignments
- Client's expectations
- Selection criteria
- Consultants' ethics

Lecture 2: What is in-house consulting?

- Company needs
- Main activities (results of a recent European benchmark)
- To go further...
- Requested talents and HR policy
- Organization and KPI
- Key success factors

Exercise 1: Build the business plan

Day 1 - pm

Lecture 3: The proposal

- The global selling process
- First contact with the client: how? What do you expect?
- Pre-study issues
- Proposal contents
- Make your proposals more attractive

Exercise 2: Mac case : proposal presentation (group works)

Day 2 -am

Lecture 4: Work management

- From commercial engagement to operating schedule
- Work structuring and work allocation
- Time and budget follow-up
- Quality management
- Risk management
- Capitalization

Exercise 3: Time initial estimate and follow-up (with MS Excel)

Lecture 5: Managing consultants

- Individual expectations
- Performance assessment
- HR risks monitoring

Day 2 - pm

Lecture 6: Consultants' toolkit

- Pareto, Ishikawa, SWOT, 7S, RSI, BCG & McKinsey quadrants
- Problem solving
- Value analysis
- Change management
- BPR, Six Sigma, Lean Sigma

Exercise 4: **Business process optimization with Lean Sigma**

Lecture 6: Time is money

- How to be more efficient
- Time optimization

Conclusion and evaluation

Duration: 2 days

Suggested schedule: 9h-13h and 14h-17h30

Audience: 6 to 8 attendants

Training methods: very interactive lectures – case studies – role playing – lived experiences – periodic summaries of achievements

Preparation: none

This program can be customized to specific objectives, experiences and culture
©Jacques Pansard 2016

January 2016

www.pansard.ch

**JACQUES PANSARD EXECUTIVE EDUCATION
MODULE 6: BASICS IN PROJECT MANAGEMENT**

GOAL : MANAGERIAL CONCERNS IN PROJECT MANAGEMENT

Day 1- am

Lecture 1: What is a project?

Goals and main difficulties
Life cycle
Stakeholders and project organizations
Project governance and reporting

Lecture 2: Economic assessment

Project and value creation
Pay back, NPV and IRR

Exercise 1: discounted cash-flow method

Day 1 - pm

Lecture 3: The PMI 9 areas of knowledge

Integration: project charter
Scope: WBS
Time: Pert, Gantt chart
Cost: budget, S-curves, earned value
Team: Tuckman and Belbin models, leadership, conflict management
Purchase: contracting and monitoring providers
Quality and risk management
Communication

Exercise 2: application exercises

Lecture 3: Introduction to critical chain theory

Day 2 - am

Exercise 3 : Initiation to MS-Project (Parbex case)

Critical path
Budget, S-curves, earned value

MS-Project must be available on site for attendants

Day 2 - pm

Lecture 4: Change management

Classical approaches
Psychodynamic
The 7 forces to change
Change management life cycle

Exercise 4: organize a roll-out

Lecture 5: Manage multiple projects

Programs and portfolios
PMO: responsibilities and main activities
PMO tools

Conclusion and evaluation

Duration: 2 days

Suggested schedule: 9h-13h et 14h-17h30

Audience: 6 to 8 attendants

Training methods : very interactive lectures – case studies – role playing – lived experiences – periodic summaries of achievements

Preparation: none

This program can be customized to specific objectives, experiences and culture

©Jacques Pansard 2016

January 2016

www.pansard.ch



Jacques PANSARD

MS in Physics - Ecole Polytechnique Fédérale de Lausanne (1973)

MBA - Institut d'Administration des Entreprises de Paris (1974)

Free-lance consultant since 1999 – Expert for OSEO Innovation

Former partner of international consultancies (1985 – 2000)

Affiliate Professor at ESCP Europe from 2000 to 2012

As Professor at ESCP Europe from 2000 to 2012, he has launched with Prof. Patrice Stern, in 2001, the Executive Specialized Master in Business Consulting. This MSBC is intended for high-potential managers who apply to become project leaders for large Business transformations.

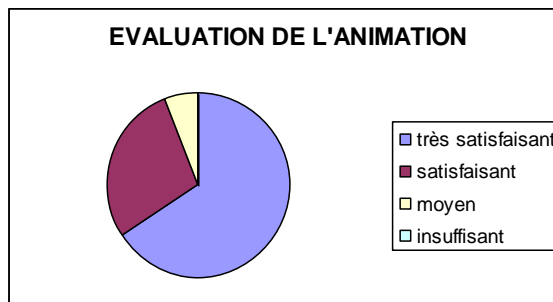
Since January 2010 he lectures the seminar "Passport Consultant" proposed by Capgemini Institute, a top inter-company training for Executives in France regarding this topic.

Publications:

- 2000, « Réussir son projet système d'information – les règles d'or » (Editions d'organisation), nominated for FNAC – Arthur Andersen Price 2001
- 2002, co-writer of "Guide de la Logistique" (Editions Dallian).
- 2006, « Désir d'emploi » (Ed. Vuibert) with Thierry Delarbre
- 2008, « Le conseil interne, pour porter le changement dans l'entreprise » (Ed. Dunod)
- 2014, "Désir d'Europe" (Ed Edilivre).

References (abstract) "Executive Education" (4.000 trainees in 15 years)

AIR FRANCE Consulting, ALENIUM,
CCIMP, CCIP, CETELEM
COSMOSBAY-VECTIS
CR Alsace, EDF Consulting,
FRANCE GALOP, FRANCE TELEVISIONS,
HEADLINK, HERMES SELLIER, H&S,
INFORMATION BUILDERS, INNOTHERA,
INVESTANCE, NATIXIS, OXAND
PEA Consulting, SAFRAN Consulting
SALUSTRO-REYDEL Management,
SOCIETE GENERALE SOFRECOM,
SOLUCOM, SYSTEME U, VIVENDI...



Notes :