

Our profession:

Providing consulting input
for the development of
your strategic decisions

Do you play a role in implementing
the strategic aims of your company ?

If so, there are several key issues that
you have to deal with:

- the deployment of all associated
decisions.
- the mobilization of all members of
your organization so as to
successfully relay your policies.

Eur'Egide provides assistance in
implementing your projects by
making sure that the key players in
your company are fully prepared.

Our objective is to help you to achieve
concrete, significant, sustainable
results, with minimum risks.



Presentation

Eur'Egide has been coaching management teams since 1983.

In order to ensure that the project is deployed with success, our aim is that your people can appreciate the way in which your company works, developing an understanding of all of the following issues: organization, information systems, management style, current and future competencies, corporate values, projects etc.

Thus we do not propose standardised methodologies based on typical preoccupations. Rather we continuously engage in creative thought which enables the development **of specific and original solutions**.
When carrying out our mission, we endeavour to create the best possible conditions for encouraging action and for ensuring efficient, effective change management.

We work with the management teams, not in their place. From senior executive to junior manager, we equip everyone involved with the tools required for relaying information to their people.



A network of competencies

In order to guarantee a greater correlation of competencies and the best possible input to our clients' projects, the Eur'Egide network today is made up of 20 senior consultants, all sharing the same values and a common philosophy, and all complying with strict intervention criteria: no outsourcing, double-headed project management, participation in the design and development of common tools, regular research into new concepts...

Methode



Your project can be compared to the creation of a mosaic, for which there are two main components:

The mechanical dimension the jigsaw principle

You are setting up a project management process: the aim of this process is to organize and manage all available resources and to ensure step-by-step monitoring of the implementation. To ensure that the stakes are not wasted, the process is coupled with control of costs, lead-times and quality.

To our mind, it is like a jigsaw puzzle. Assembly of the puzzle requires not only mechanical activity, but also the movement of the different pieces. It is the same thing with the process. A subtle strategy must be drawn up by the project leader in order to orchestrate the different actions.

The human dimension The water-drop principle

To represent the impact of the project on the company, let's take the example of a drop of water. When a drop hits the surface of a lake, a series of ripples are dispatched from the point of impact.

The deployment of your project can be compared with this ripple effect.

For your project to be successfully implemented, the surface of the water (i.e. the company) must be sufficiently agitated by the initial impact of the drop (i.e. the support of the Executive Committee). Managers then downshift, or relay the project throughout the company, sending ripples to all sides of the lake, to the outer edges, where clients and suppliers are to be found ...

Energy is the key to ensuring that at each stage of the process, the project is extended to contacts outside your own structure.

Our missions



Mergers - Takeovers, Business model change, Remobilization of a manufacturing site or Management coaching. For each mission, a **systemic view of the company's dimensions is taken**. In order to have the best possible awareness and understanding of the company, we take a close look at the interaction between the following corporate elements: organisation, management style, available competencies, information systems, strategy and values.

In this way, we avoid falling into the trap of proposing standardized solutions addressing typical issues. On the contrary, our aim is to always focus on creative activity, so as to be able to propose specific and original solutions.

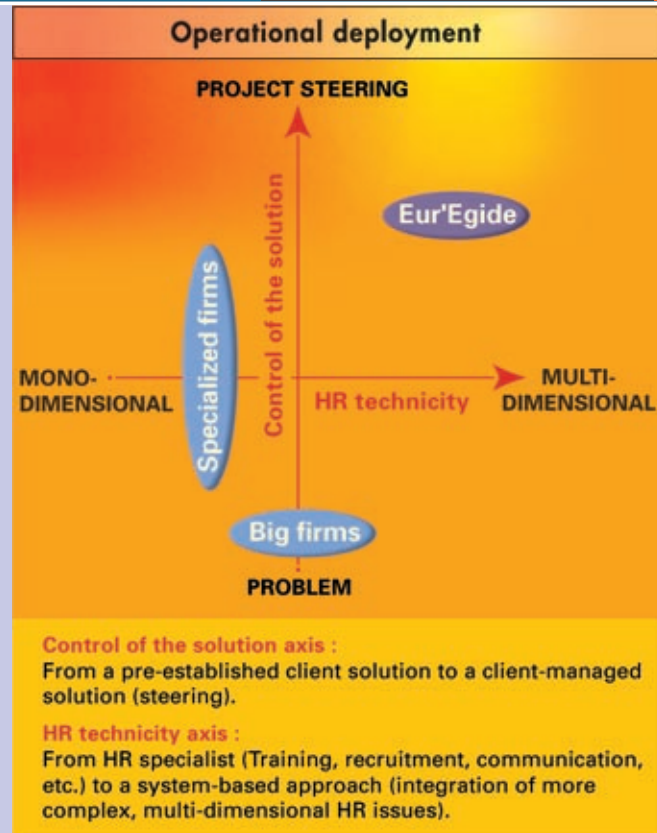
During our interventions, every effort is made to create the best possible conditions for **triggering action and for facilitating the desired change**.

We work side-by-side with management teams – not in their place. From senior executive to junior manager, we equip everyone with the tools required for relaying information to their people.

Providing tailored Client Solutions

Eur'Egide offers a different approach - proposing specific, realistic solutions which can be steered by managers themselves.

In order to ensure that the project is deployed with success, our aim is that your people can appreciate the way in which your company works, developing an understanding of all of the following issues: organization, information systems, management style, current and future competencies, corporate values, projects etc.



Our commitments



A commitment **to Efficiency:**

For each mission, a desired level of result is determined jointly with the Executive Committee, taking the form of a rate of measurement against the project.

Efficiency is thus conditioned by the level of commitment of the Management team.

A commitment **to Objectivity and Security:**

Each mission is carried out jointly by two senior consultants, so as to ensure objectivity, creativity, security and reactivity.

A commitment **to Quality:**

All of our consultants share the same philosophy and observe strict intervention criteria (zero outsourcing).

All of our consultants have senior status. All have wide-ranging, complementary experience which they continue to develop by following training courses on new concepts. They all share a common objective: to provide you with concrete, significant, sustainable results.

A commitment **to Confidentiality:**

Particular attention is paid to respecting the confidential nature of all data and information with which we are entrusted.

Specifics tools



Our thoughts and our interventions are conceived in the context of a general direction and of the deployment of strategic stakes to optimize the operations of the company.
The tools used in our missions therefore answer your specific requirements, and are totally in line with our corporate philosophy: Turning a dream into reality and sharing the dream, motivating and co-ordinating teams and stimulating people's desires; A different approach to consulting: getting people to perform, instead of performing in the client's place; Drawing up a learning and downshifting training program; Giving direction and meaning to the creation of value...

These innovative tools are neither time- nor energy-consuming, but make a significant contribution to fast learning. Each tool facilitates the transfer of Eur'Egide know-how.
Tools are left with clients, so as to provide a permanent support.

A permanent evolution

Management Model, self-diagnosis, Diacom, Dynamic Training Management®, Intranet Management System ...
All of our tools have been devised by the Eur'Egide founding partners or in co-production with our network partners.

The tools are upgradable; they are constantly reviewed, adjusted and renewed based on the results of their practical application and on feedback from our partners.

The Energ'Ethic project



A high added-value concept for your business, Energ'Ethic is the synthesis between a political aspect (sustainable development) and a strategic aspect (the transmission and the management of energies in a business).

Incorporating the Energ'Ethic concept means taking pragmatical action and assimilating in daily practices the social and environmental evolutions, trends that are unavoidable today.

In this way, the company is completely in step with its customers, its employees, its suppliers and its shareholders. The company opens up new opportunities, laying the foundations of a new operational playing field.

For almost 20 years now, the Energ'Ethic concept is the foundation on which the Eur'Egide approach has been developed.

Today, Eur'Egide has decided to share this concept with others and is on the lookout for partners who wish to join them in deploying the Energ'Ethic concept to a wider audience.

Contacts



Managing Director

Patrick Krasensky, Managing Partner
p.krasensky@euregide.com

Eur'Egide

91 rue du Faubourg Saint-Honoré,

75008 Paris

101 rue Henri Rochefort,

91025 Évry Cedex

Tel : (33) 1 64 97 12 22

Fax : (33) 1 60 78 46 50

Internet : <http://www.euregide.com>