ACADEMY

2021
CONTENT

DIGITAL KNOWLEDGE
EXPLORE, UNDERSTAND, ACT

NETEXPLO
observatory

NETEXPLO
observatory

ACADEMY
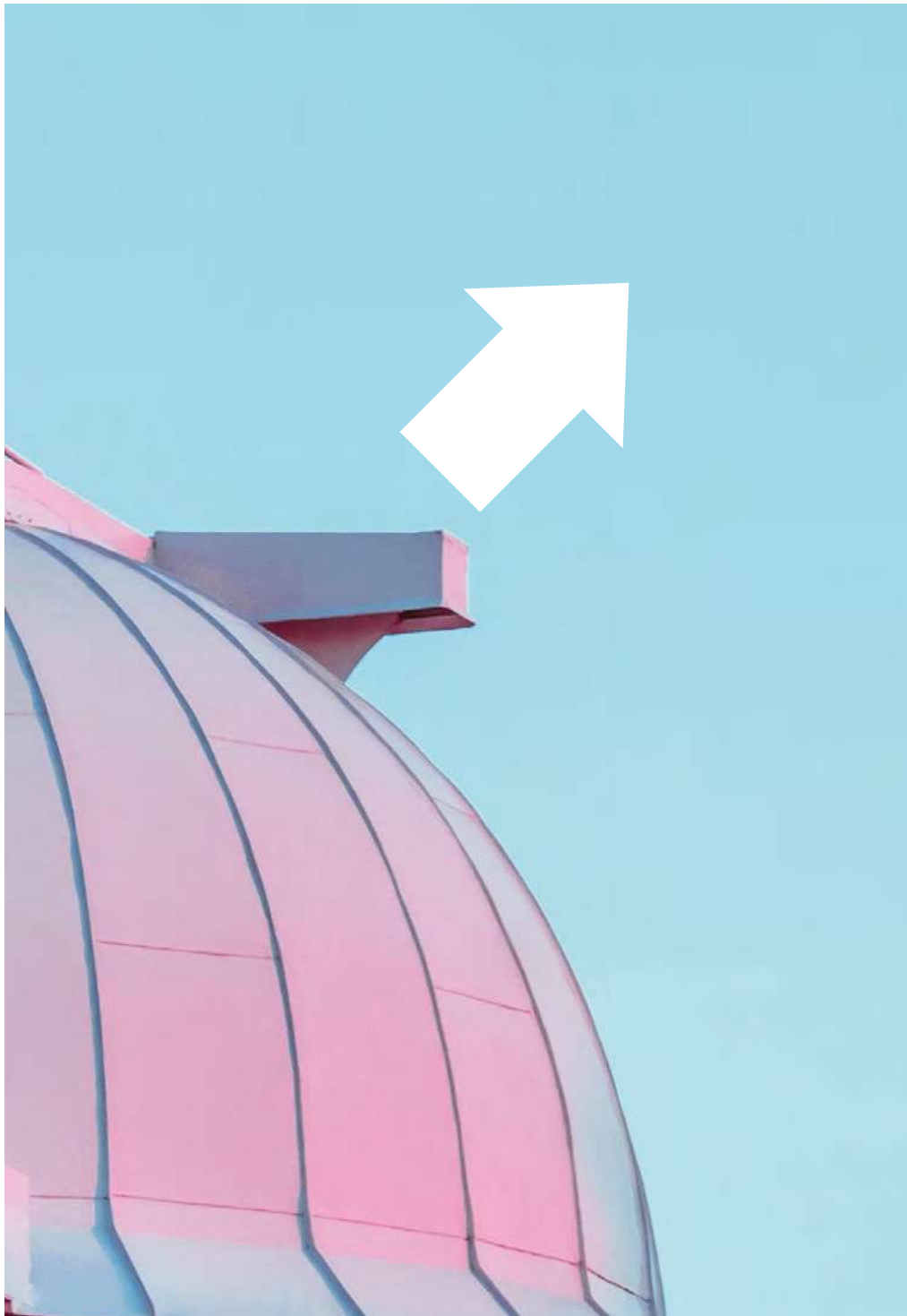
THIS **AWARENESS AND TRAINING PLATFORM** ON DIGITAL PRACTICES FEATURES A WIDE RANGE OF CONTENT

Today, most employees have already switched to digital in their home lives. But we don't always know how to bring the agility and skills that tech offers into the workplace.

Similarly, employees don't always perceive their role in the company's digital transformation. They sometimes feel they lack expertise in an area that's still seen as a specialist field.

But tech is everyone's business. It's the little steps that everyone takes that enable the company to evolve and adapt to a digital world.

To be part of this movement, every employee needs resources to explore the digital universe, understand the changes in motion and build digital work practices.

This is the focus of the Netexplo Academy, an online digital awareness and training solution already used by 600,000 employees around the world.

Several turnkey programs have been designed to deliver a common core of knowledge and vocabulary, let everyone study the individual and collective benefits of tech, see its latest uses and upgrade their know-how.

Each program consists of a range of learning resources (videos, quizzes, takeaways) and is designed for gradual progression. It is perfectly suited to online self-learning.

Client corporate universities are free to use all the content designed by Netexplo in their own programs, combining them according to their specific objectives.

Almost 500 items in four languages can be integrated into every kind of online platform (LMS, social networks etc.), or delivered online in SaaS mode

Ready-to-use

PROGRAMS

DIGTAL PA SSPORT

Get to grips with digital

PASSPORT DATA/AI

Get to grips with data/ia

JOURNEYS

Grasp the different uses of tech

EXPEDITIONS

See how tech is affecting the workplace

SOCIAL SCHOOL

Understand and use social networks

MANAGING TODAY

Boost your managerial agility

TAILORED CONTENT

Examples of tailor-made courses designed

FEATURES

Platform introduction

DIGITAL
PASSPORT
Understand

A PROGRAM TO

•get to grips with digital tech through short, fun and accessible content

•understand what digital means through the most popular concepts and technologies

•make the connection with the digital revolution that's already underway in private life

THIS PROGRAM IS COMPRISED OF

| | 20 videos |
	1 quiz (based on 40 questions)
Duration:	20 minutes
Production:	animation movies
Languages:	English, French, German, Spanish (audio) / 15 languages (subtitles)

THEMES
some essential essential terms in 60 seconds

Big Data Bot Crowdfunding
Cloud
Dematerialization
Cryptocurrency
Design Thinking
Cybersecurity
E-Reputation
GAFA AI IOT
Open Innovation
Makers Hackathon Pure Player
Virtual Reality
Augmented
Reality Uberization
UX
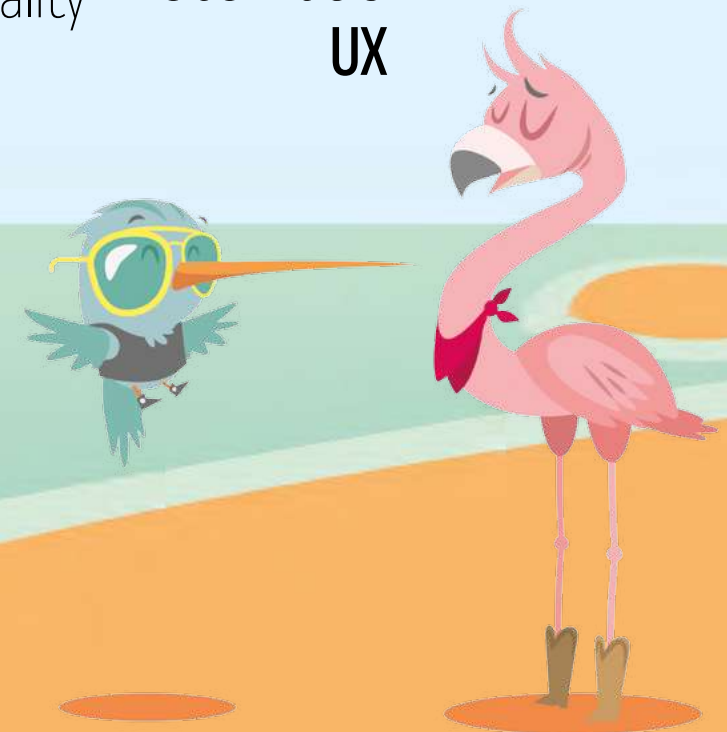
DIGITAL PASSEPORT

Big Data

Cryptocurrency

Bot

IOT

Makers

Open Innovation

Cloud

Crowdfunding

Cybersecurity

Pure Player

Augmented reality

Virtual reality

Dematerialization

Design Thinking

E-Reputation

Uberisation

UX

GAFA

Hackathon

AI

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DATA & AI PASSPORT

Decode et demythify

A PROGRAM TO

•get to grips with data and AI tech through short, fun and accessible content
•understand the issues and practices of data and AI in daily life and business.

THIS PROGRAM IS COMPRISED OF:

	10 videos and 2 PDF
	a 10-question quiz
Duration:	45 minutes
Production:	animation movies and videos
Languages :	*E*nglish, French (audio), German, Spanish (subtitles)

CONTENT

1/ Teaser

The program presentation in a one-minute video.

2/ The uses of data and AI

Four real-life scenarios to understand how data and artificial intelligence are already in our daily lives.

Four videos (4x1'30):
- Health
- Shopping
- Mobility
- Training

3/ From data to artificial intelligence

· A video to get a clearer picture of how data and AI work in concrete terms (3').

· A glossary with the 10 keywords of data and AI (PDF).

4/ Data, AI and business

Introductory video by Julien Levy, director of the HEC Paris Digital Center, explaining the challenges of data and AI for businesses (9').

- 3 company experiences: 3 data/AI projects explained by their manager (3x3').

- The key professions of data science (PDF).

DATA & AI PASSPORT

THE USES OF DATA AND IA

Marie Potter's Health

Igor Debout's Journey

Myriam Nesis Shopping

The training of Barnabe Ceedee

FROM DATA TO ARTIFICIAL INTELLIGENCE

The adventures of Andoni Ladonnée :
How do Data and IA work ?

The challenges of data transformation
by Julien Lévy, HEC

DATA, IA AND BUSINESS: Company testimonials Axa, Michelin and Saint-Gobain

Michelin case:
Supply chain

AXA case:
YouDrive

Saint-Gobain case:
HR Analytics

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JOURNEYS

Explore

A PROGRAM TO

Make sense of 24 areas of application of digital tech through:

- an analysis of the issues in transformation
- an overview of uses and benefits

FOR EACH OF THE 24 THEMES, THIS PROGRAM IS COMPRISED OF:

	12 videos (Introduction, 10 uses panorama, Conclusion)
	Quiz of 10 questions
In total	***288 videos, 24 quizzes***
Duration:	280 minutes (24 x 12)
Production:	studio + interviews
Languages:	English, French, German, Spanish

THEMES

Immediate boarding for 24 illustrated and in-depth digital themes.

24 destinations from which to choose to continue your journey

SMART OBJECTS
How are smart objects playing an important role in production and communication?

MOBILE INTERNET
How are smartphones changing the way we obtain and share information?

CONSUMER TO CONSUMER
How do digital tools help people collaborate and see beyond the range of products and services that companies have to offer?

INFORMATION 2.0
How is information produced and shared in the digital era?

E-HEALTH
How is digital tech transforming healthcare?

ROBOTICS & AI
How are robots going to live by our side?

BIG DATA
How can the huge volumes of online data be used to predict phenomena and trends?

CROWDFUNDING
How have digital tools made each and everyone of us empowered investors, giving us the power to choose the future products and services we need?

DIGITAL IN STORE
How does digital reinvent customer's experience in terms of sales?

CONNECTED EMPLOYEES
How are relations between businesses and their employees likely to evolve?

CONNECTED KNOWLEDGE
How has digital reinvented our learning methods and our access to education?

E-WELLNESS
How will digital watch over us?

CONNECTED CONSUMERS
How are consumers' habits changing through the use of digital tech?

FRUGAL INNOVATION
How can we innovate for all, despite limited time, expertise and means?

SECURITY
How will digital protect us from a world we perceive as more and more complex and unsafe?

NEW INTERFACES
How is our physical relationship to data evolving?

SMART CITIES
How are cities going to become intelligent?

HANDICAP
How does digital transform the daily lives of disabled people?

SOCIAL MEDIA
How are social medias changing relations between individuals and organisations?

MAKERS
How does DIY reinvent innovation, production and consumption processes?

BLOCKCHAIN
How will blockchain redefine corporate governance?

THE SHARING ECONOMY
How digital tech is creating new business models?

CHATBOT
How do you have natural conversations with a software?

CONNECTED SKILLS
How does digital, almost magically, give you new skills that you can use right away?
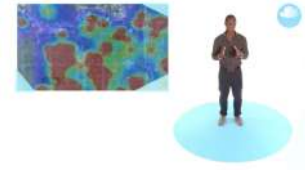
JOURNEYS

« Big Data » Journey example

INTRODUCTION AND CONCLUSION
by experts

SOCIOMETRIC

SENSE CITIES

PREDOL

SHODAN

GOOGLE FLU TRENDS

QUNB

FLUTURA

TWITTER STOCK
MARKET PREDICTION

NEOFACE

TWICIDENT

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EXPEDITIONS
Understand

A PROGRAM TO

- see the impact of digital on the company's professions
- understand how workplaces are evolving

FOR EACH OF 6 JOBS, THIS PROGRAM IS COMPRISED OF:

8 videos (Introduction, 3 Workplace scenarios , 3 to 5 analysis of associated issues, Conclusion)

In total **48 videos**
Duration: 155 minutes (6 x 25 minutes)
Production: Animated movies + studio
Languages: English, French, German, Spanish (audio) / Portuguese and Turkish (subtitles)

JOB FOCUSES

PRODUCTION OPERATOR
How far will technology go and what place will it occupy on a production line? What are the limits of industrial digitization? Is innovation synonymous with progress?

MARKETING SPECIALIST
Driven by digital technology, products or services now come with additional benefits in terms of personalization and contextualization.
The dialogue between supplier and client intensifies throughout the purchasing process and is invented on the spot. A way for the customer to have a unique experience and for the brand to collect data. From profiling to push and pull, what is the marketing of tomorrow?

I.S. PROJECT MANAGER
An I.S. project manager designs and organizes information systems. Formerly producers of features, they are now indispensable intermediaries who must manage an entire ecosystem, both horizontally and transversally. What are the digital tools to come and the new management methods that will transform the profession?

SALESPERSON
How will sales activities evolve with digital tech? Whether it's welcoming a client, making an appointment or sending a contract, digital improves and optimizes every step of a sale. How can the seller take advantage of these new tools?

HR MANAGER
Whether for daily HR management, training plans, recruitment strategies or internal mobility, HR managers need to integrate new digital uses into their working methods and culture. All the while making sure that technology works for people and not the other way round.

TEAM LEADER
How can managers manage their team in an organization that is ever more dispersed, open and in motion? How can they keep up motivation, strengthen bonds, even across borders, and create a community spirit? How will digital tools reinvent local management and teamwork, workplace culture and habits?

EXPEDITIONS

« Marketing Manager » Expedition example

BRIAN

PAOLA

VIKASH

MARKETING VISIONS

CUSTOMER EXPERIENCE

COLLABORATIVE MARKETING

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SOCIAL SCHOOL
Understand and act

A PROGRAM TO

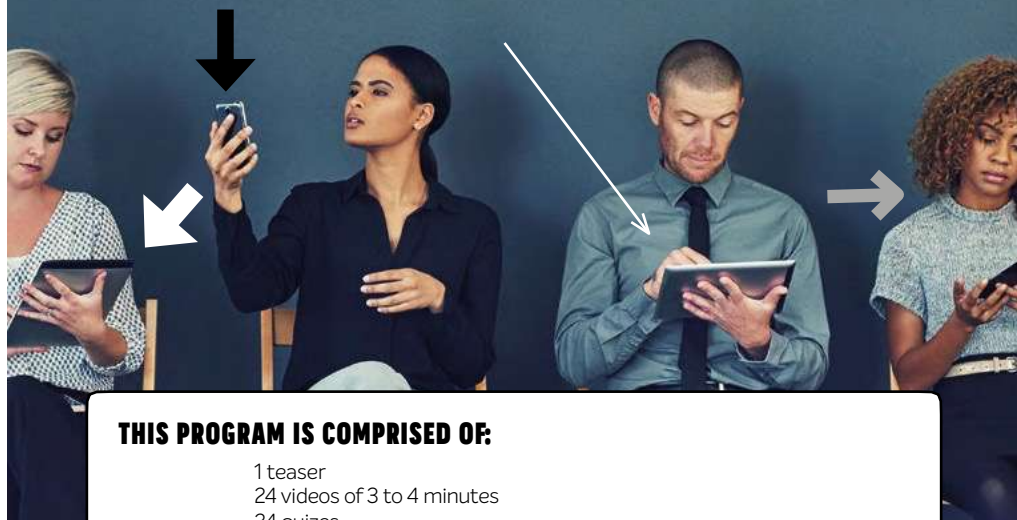understand and use social networks, with good practices and habits.

DETAIL PROGRAM

Getting started on social media: What are we talking about? How do I start?

Including 4 tutorials

Create your account on Facebook

- Get started with LinkedIn
- First steps on Twitter
- Launching WhatsApp

THIS PROGRAM IS COMPRISED OF:

	1 teaser
	24 videos of 3 to 4 minutes
	24 quizes
Duration:	75 minutes
Production:	studio / screencasts
Languages:	French, English
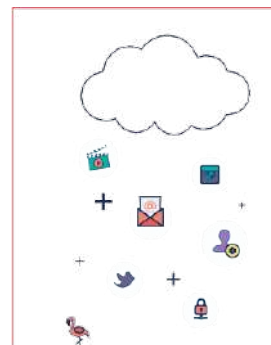
MY COMPANY IN THE SOCIAL MEDIA ERA: WHAT DOES IT CHANGE ?

First, it was a societal revolution:
From Web 1.0 to Web 2.0, follow the story of a cultural revolution. And see why businesses have to adapt to these changes in society.
Grasp how social media has transformed companies' communication codes and influence strategies, both externally (with customers) and internally (with employees).
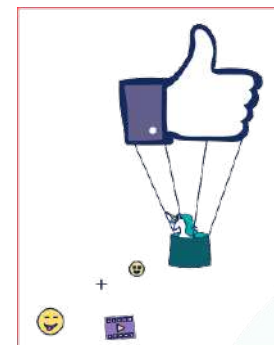
MY PROFESSIONAL OPPORTUNITIES ON THE SOCIAL MEDIA
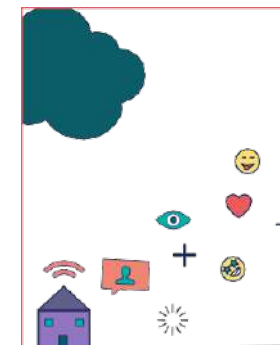
Including 5 tutorials
Develop your professional identity (pick the most relevant social networks)
Build your company's presence
Professional opportunities on LinkedIn: networking, intelligence, prospecting, content distribution, etc..
Professional opportunities on Twitter: networking, intelligence, prospecting, content distribution, etc..
Facebook's professional opportunities for corporate services.

BUILDING MY SOCIAL MEDIA PRESENCE

What are the best practices ? Where are the risks and pitfalls?
Including 10 tutorials
Best practices for community managers
Social media monitoring
How to manage your community
Overcome the pitfalls of social media
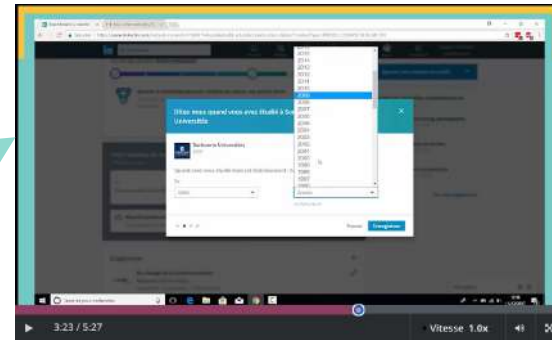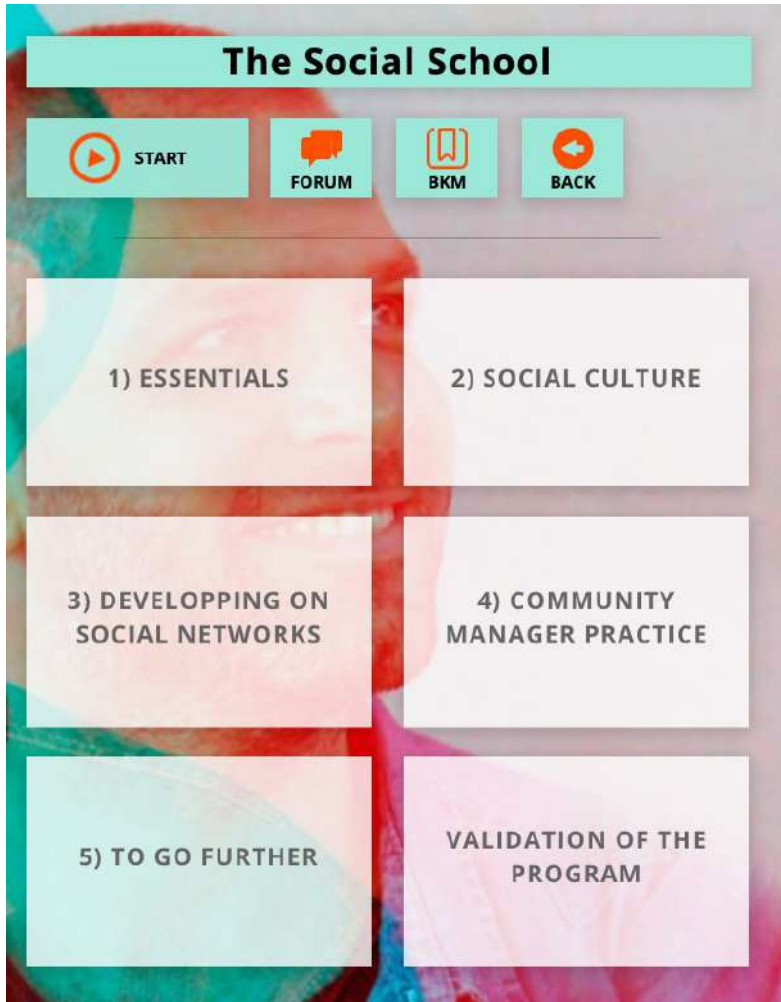Learn to use Live Apps
Tweeting for your company
How to measure your performance
Good posting practices on Snapchat
Manage your identity on Facebook
Adjust your writing to social media.

SOCIAL SCHOOL

The Social School

START FORUM BKM BACK

1) ESSENTIALS

2) SOCIAL CULTURE

3) DEVELOPPING ON SOCIAL NETWORKS

4) COMMUNITY MANAGER PRACTICE

5) TO GO FURTHER

VALIDATION OF THE PROGRAM

HOW TO MANAGE THE DIFFERENT SOCIAL MEDIAS ?
(Facebook, Linkedin, Twitter etc.)

EXPLANATIONS AND DECIPHERINGS

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MANAGING TODAY

A PROGRAM TO

DEVELOP, quickly and efficiently, the skills and attitudes today's managers need

STRENGTHEN leadership with agile management tools and methods

ENABLE managers to guide, inspire and support teams in a constantly accelerating environment while driving digital transformation

UPGRADE YOUR MANAGEMENT SKILLS TODAY!
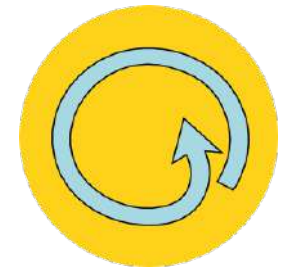
THIS PROGRAM IS COMPRISED OF:

	1 video teaser
	4 videos
	21 PDF summary sheets in PDF and 1 guidebook
Duration:	25 minutes
Production:	studio / interviews
Languages:	English, French

CHAPTER 1: AGILITY APPLIED TO MANAGEMENT

Agility is a state of mind, embodied by values and tools that enable us to stay on course in a changing environment.

CHAPTER 3: THE AGILE MANAGEMENT WHEEL

Understand the five steps: think about your intention; analyze its field of action; set up actions; analyze actions; make improvements.

CHAPTER 2: THE AGILE MANAGER'S APPROACH

Discover and grasp the three core principles of agility.

Define and use your strengths, learn to spot your coworkers' strengths.

Have a new outlook on your team.

CHAPTER 4: EMBRACING CHANGE

Learning to learn

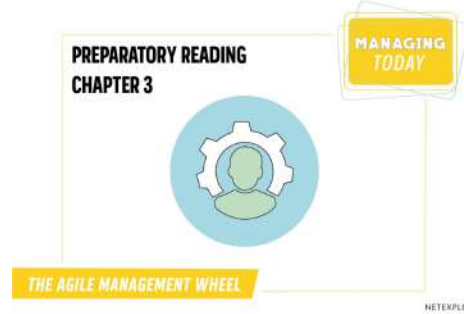Build positive relationships, to facilitate change.

Use retrospectives as a learning tool.

MANAGING TODAY
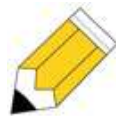
FOR EACH OF THE FOUR CHAPTERS

1. *A selection of articles*: 3 to 4
articles to introduce the concept

PREPARATORY READING
CHAPTER 3

MANAGING
TODAY

THE AGILE MANAGEMENT WHEEL

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2. A 4 to 5 minute *video* to decipher the theme

THE AGILE MANAGERS'S
APPROACH

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3. Three progressive *challenges* with a PDF workbook for hands-on experience

4. An *experience sharing form* to anchor knowledge:
What I liked
What I liked less
What I want to share with others from my experience

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TAILORED-MADE PROGRAMS

By combining content from several programs the Academy, we can work with you to design tailor-made, thematic courses intended for specific audiences.

Example: Innovation, Connected HR, Connected Sales, Agility, Data / IA,...

INNOVATION PATH

CONNECTED HR PATH

AGILITY PATH

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ACCESS TO CONTENT

Access to Netexplo Academy content is available :

1) through an **ONLINE PLATFORM** specific to your company:

https://yourcompany.netexplo.academy

    in SaaS mode,
    accessible from anywhere, with any device (PC, tablet, smartphone)
    connected to your SSO
    GDRP compliant
    in secure mode (https)
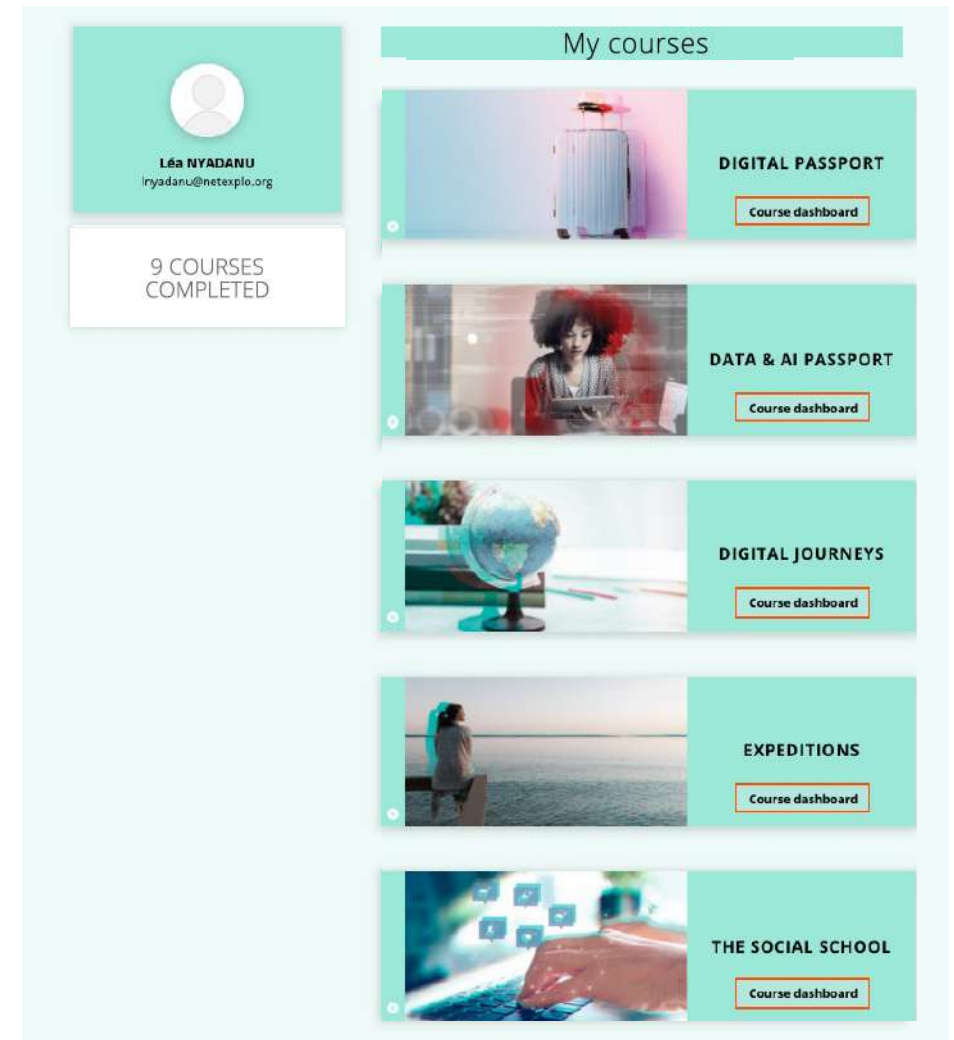
2) or in **SCORM** or **mp4** format

    for easy integration into all LMSs

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PLATFORM FEATURES
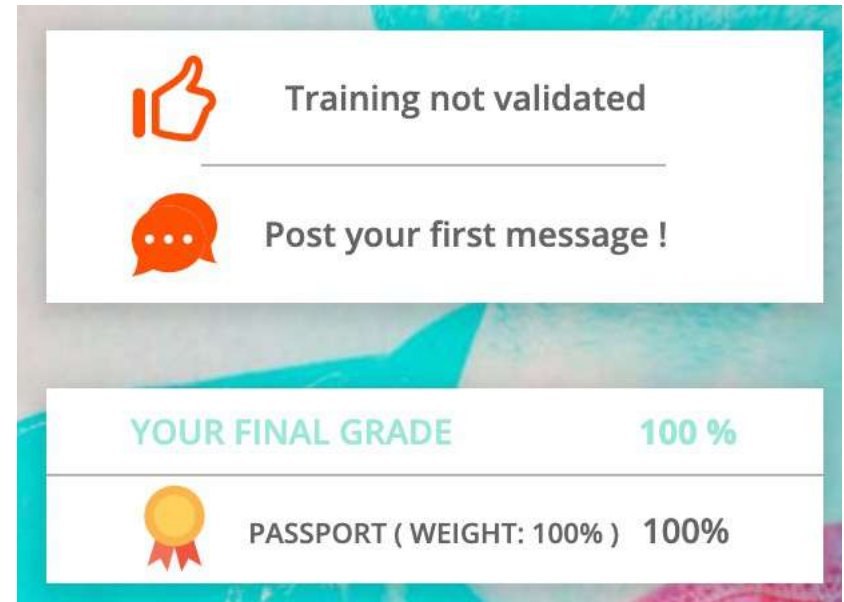
An Homepage with:

– An overview of the courses

– The number of courses already completed

PLATFORM FEATURES

Engagement features:

- a progress meter

- social features: like, comments and forums

Multilingual

The platform is available in French/English/Spanish/German

+ subtitles (for some content): Italian, Bulgarian, Dutch, Polish, Romanian, Ukrainian, Chinese, Greek, Turkish, Hungarian...

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SCORM

Our SCORMs are :

- Customisable: design and UX

- with the possibility of integrating your
  content

- Available in FR / EN / ES / DE

- Subtitles embedded in each video