



DES ENJEUX
ET DES HOMMES

Internal Communication on LCA... The challenge of engaging our internal clients

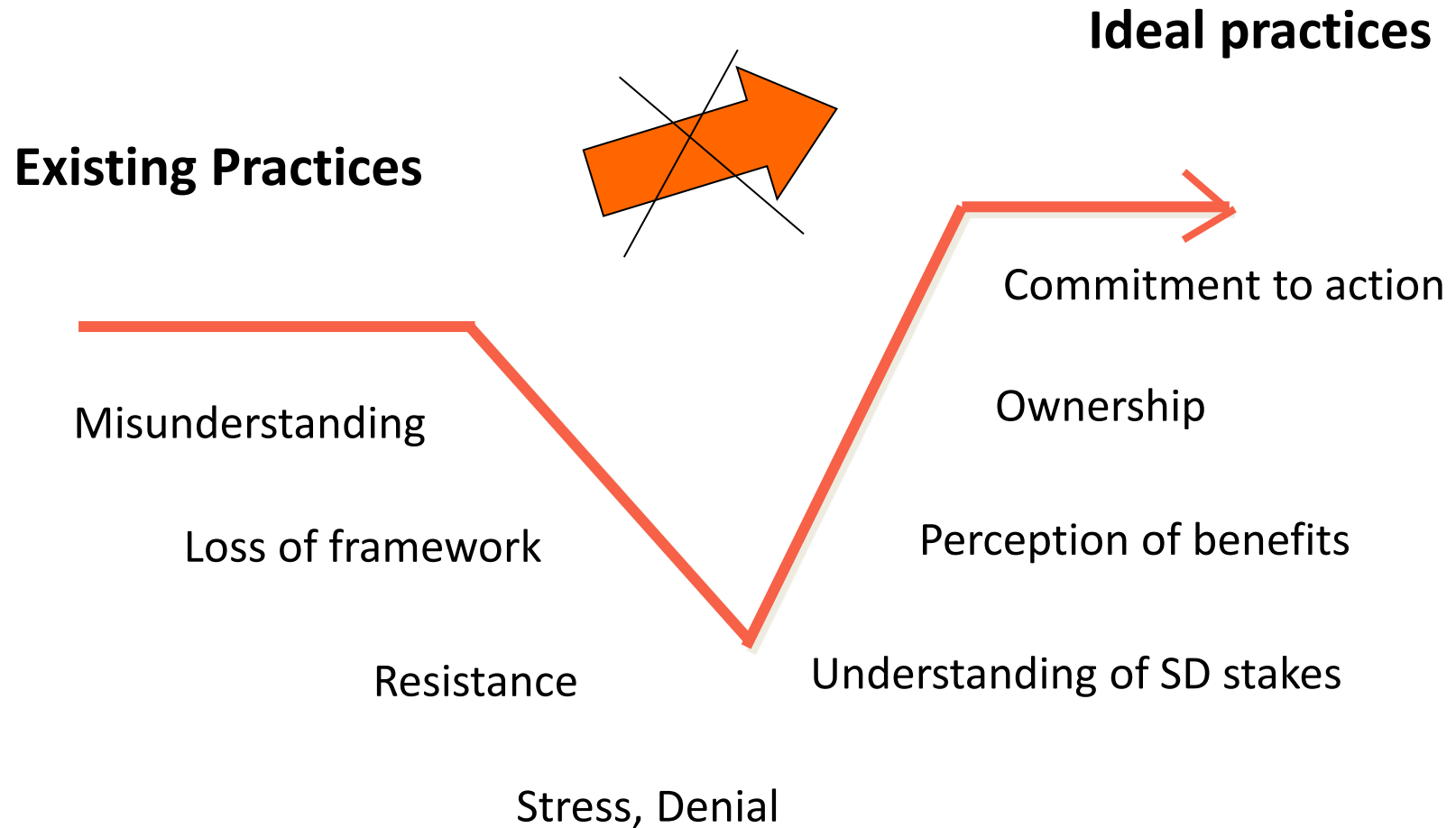
Olivier Classiot – E&H Senior Partner



52nd LCA Discussion Forum - June 2013



Our approach : accepting that decision makers have bareers to change



A little contribution this morning... changing your focus

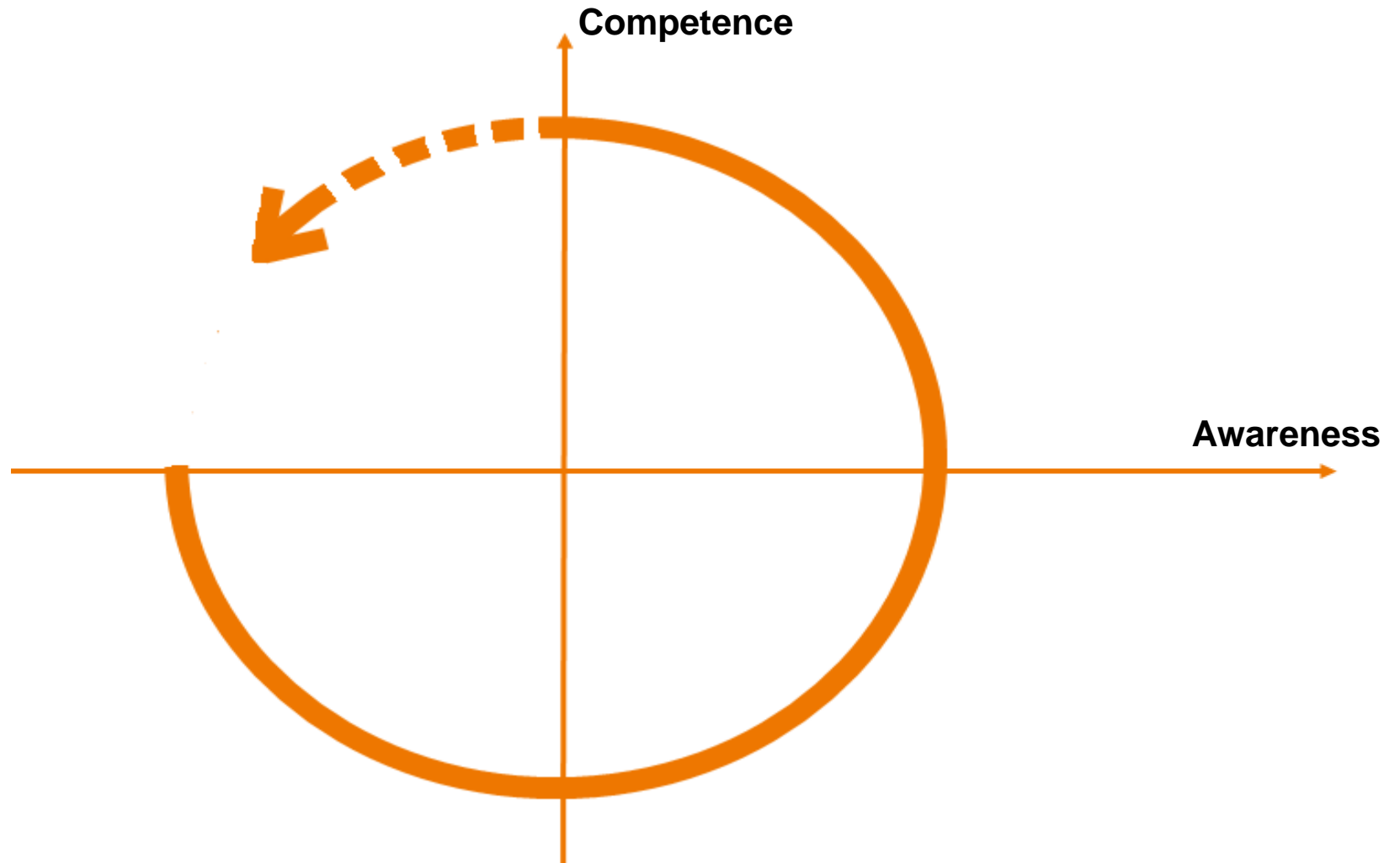
You see...



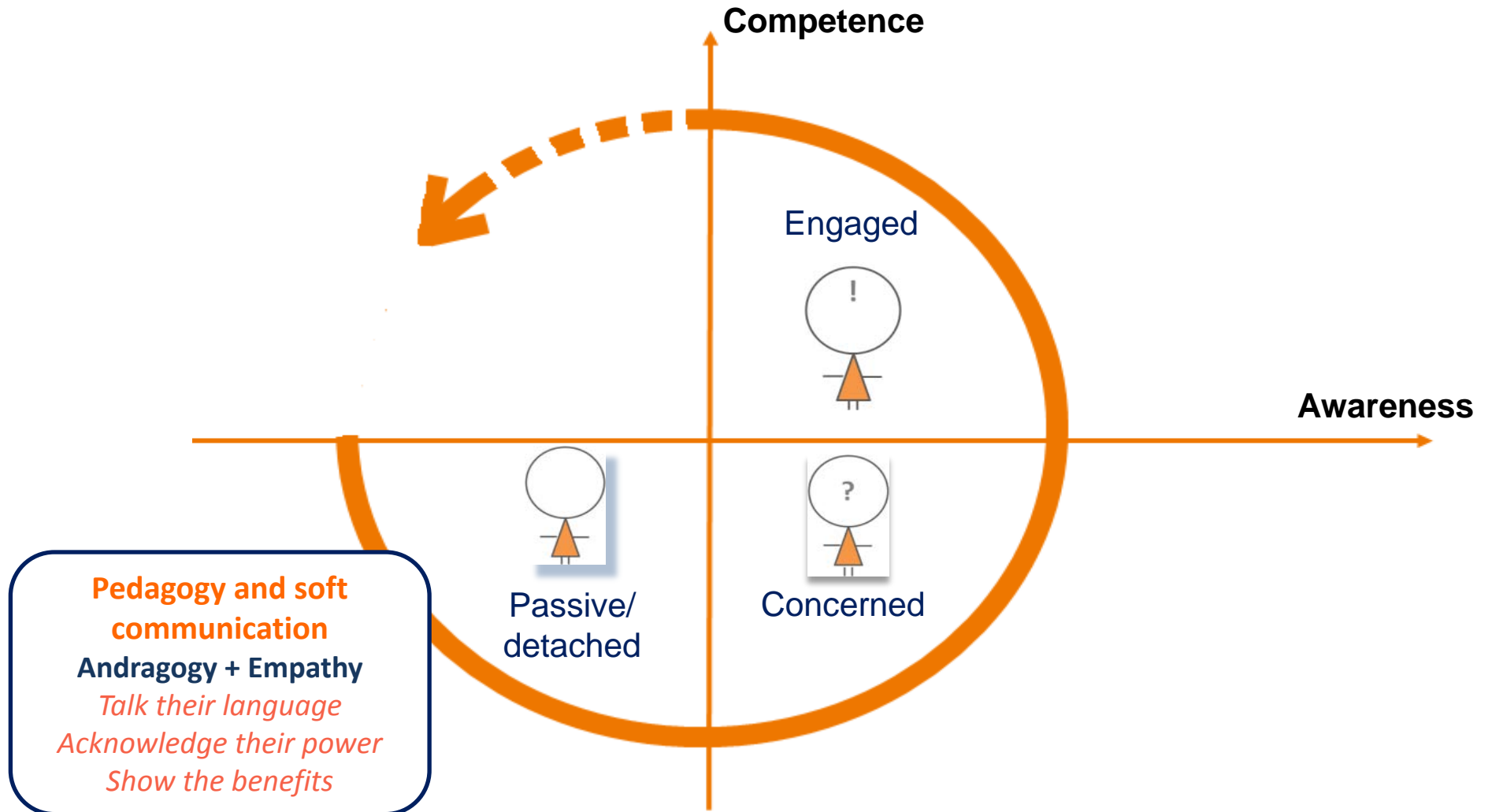
I see...



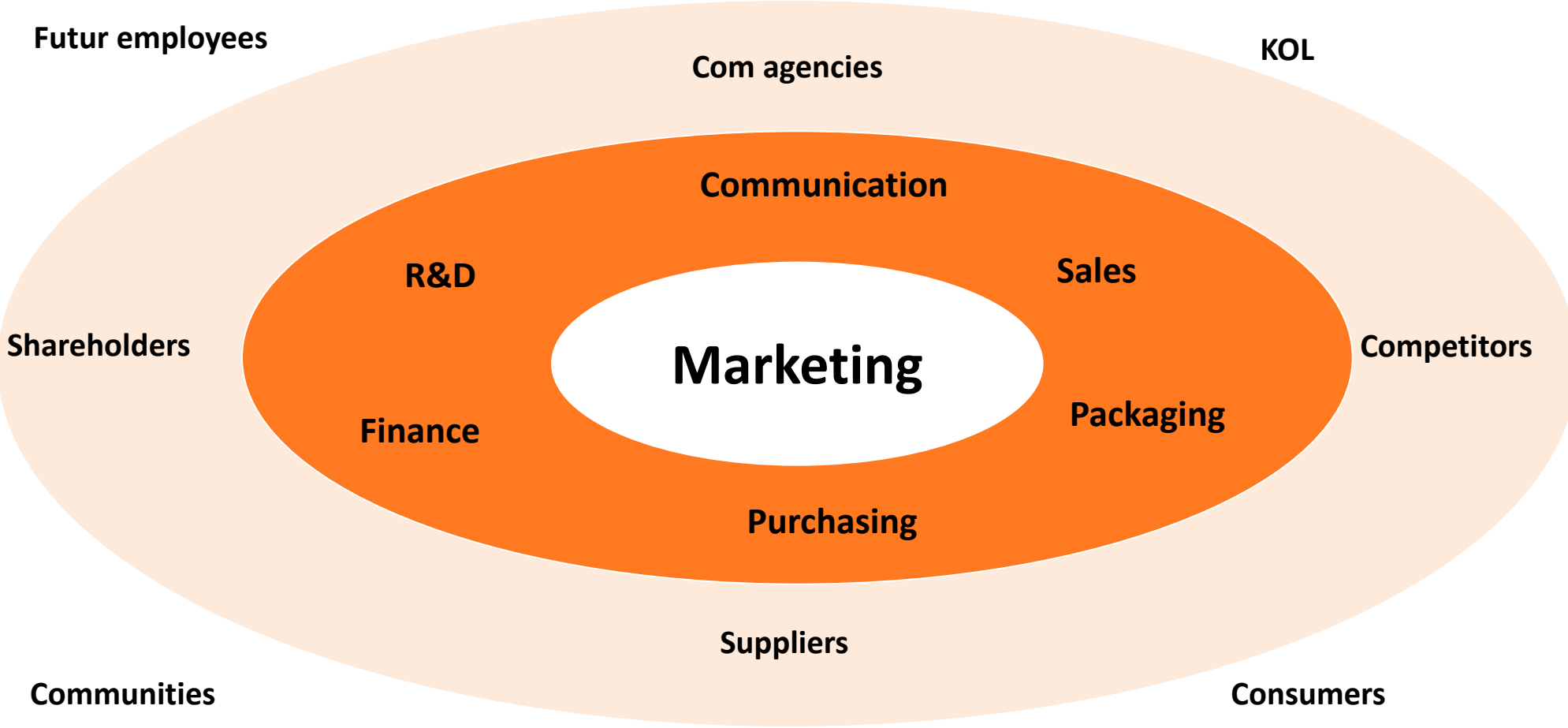
Our approach : understanding the circle of mobilization



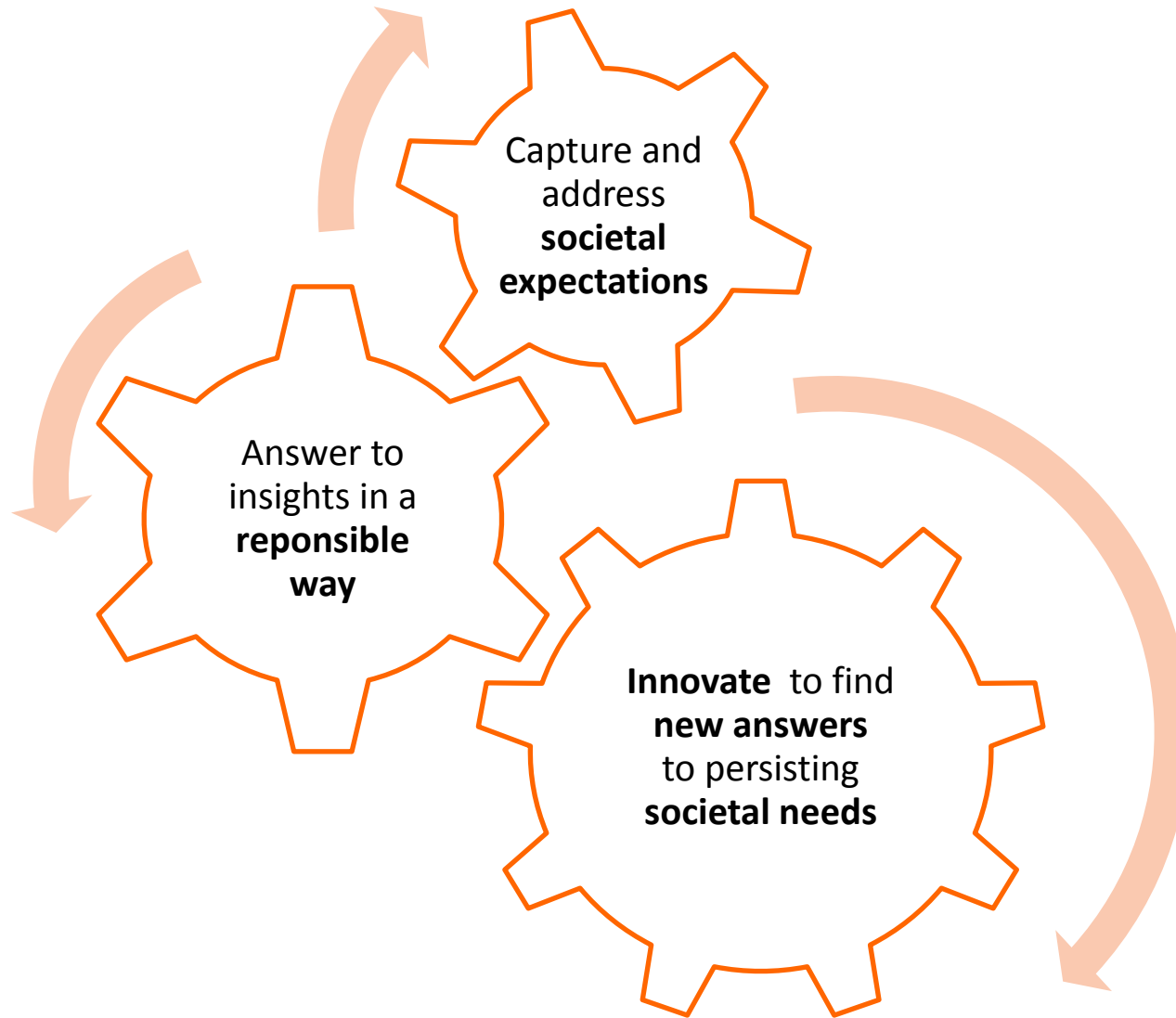
The circle of mobilization



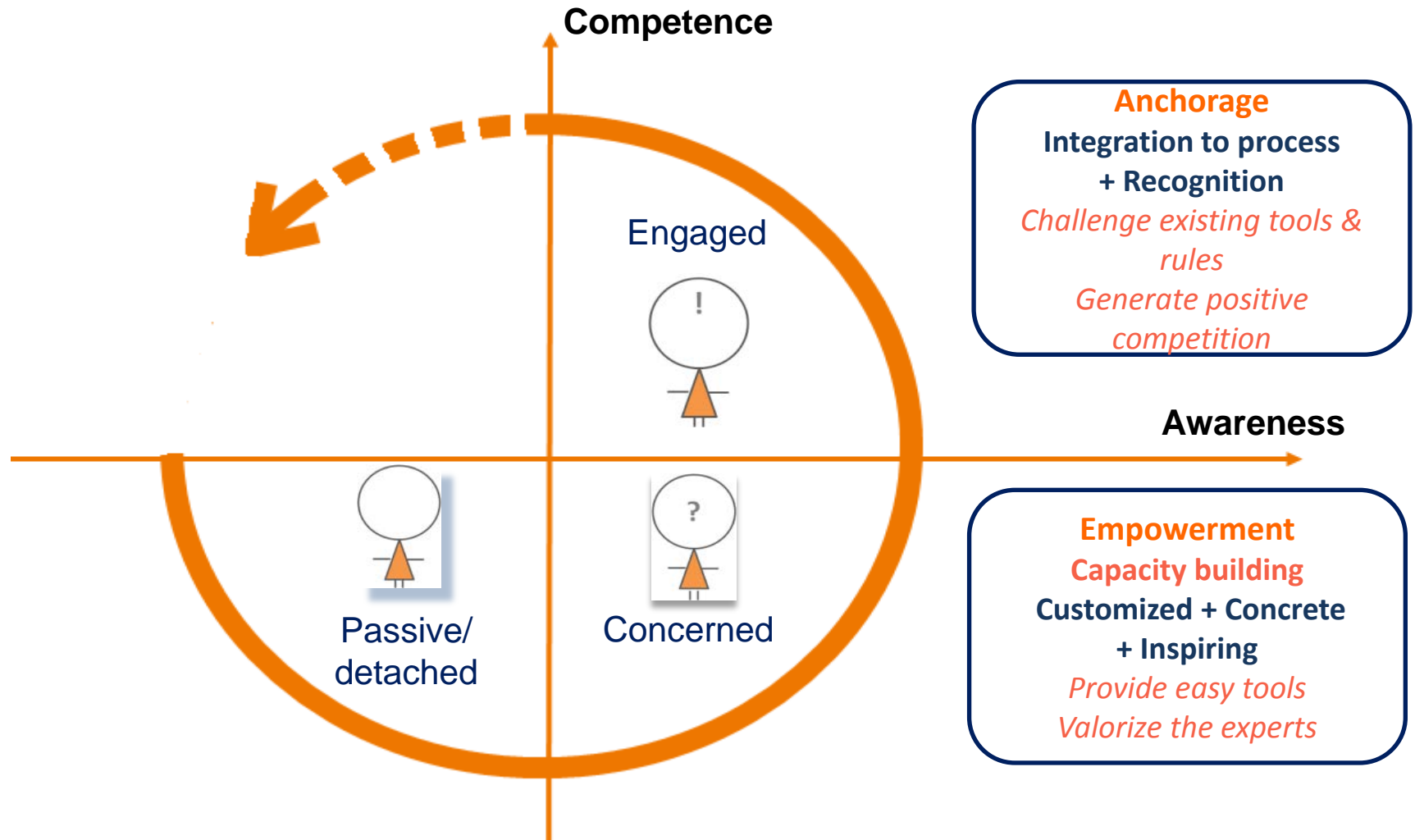
The impact of marketing



Responsible marketing

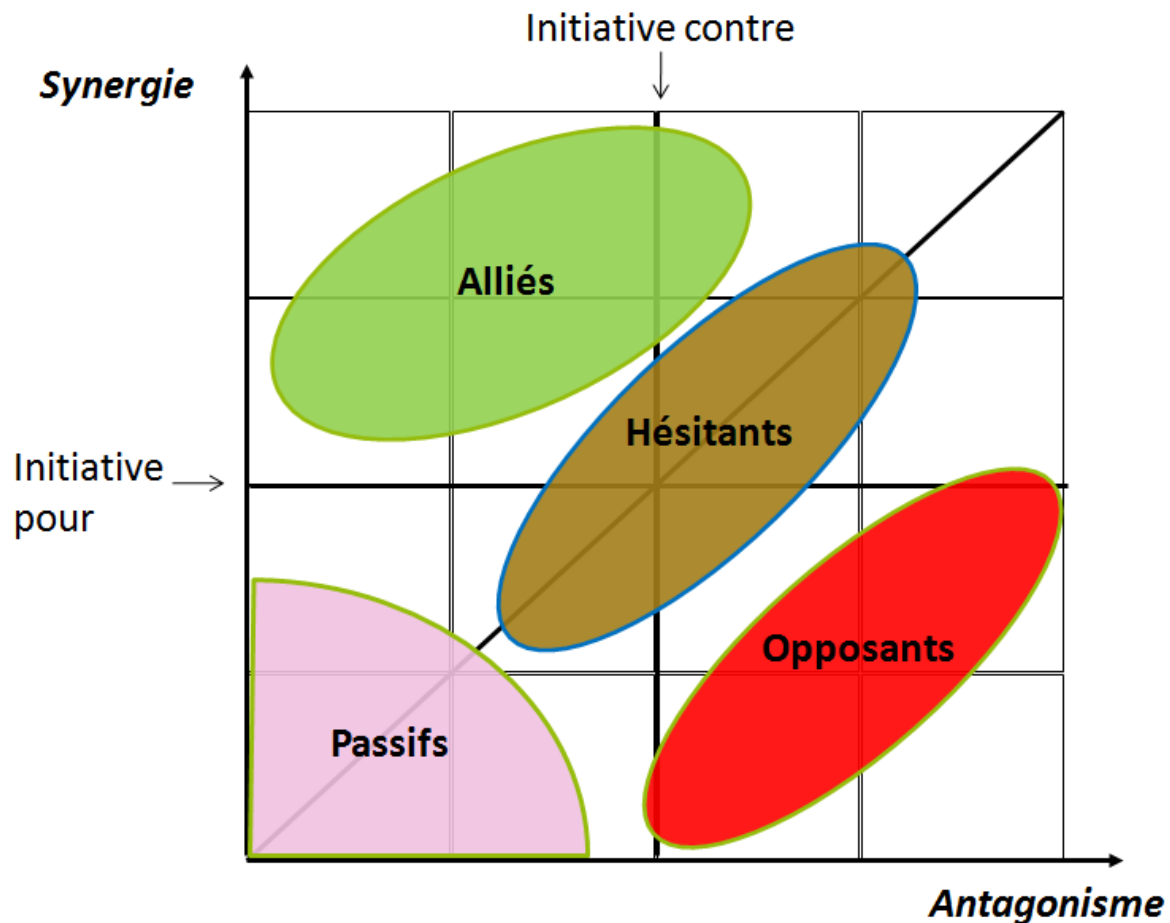


The circle of mobilization



Additional approaches to achieve relevant diagnosis and interactions

Collective Change management diagnosis tools like the **partners map** and the **allies strategy**



Favorable changes

Information... accurate... reliable...
hard to challenge...
is now vital to face stakeholders



Innovation...
not just PDCA
challenging how we address the needs
is the new window of opportunity



Impacts (societal) ...
Negative... are less tolerated
and must be explained

Positive ... must be valorized
and become the source of longevity for the future



Questions?



Olivier Classiot

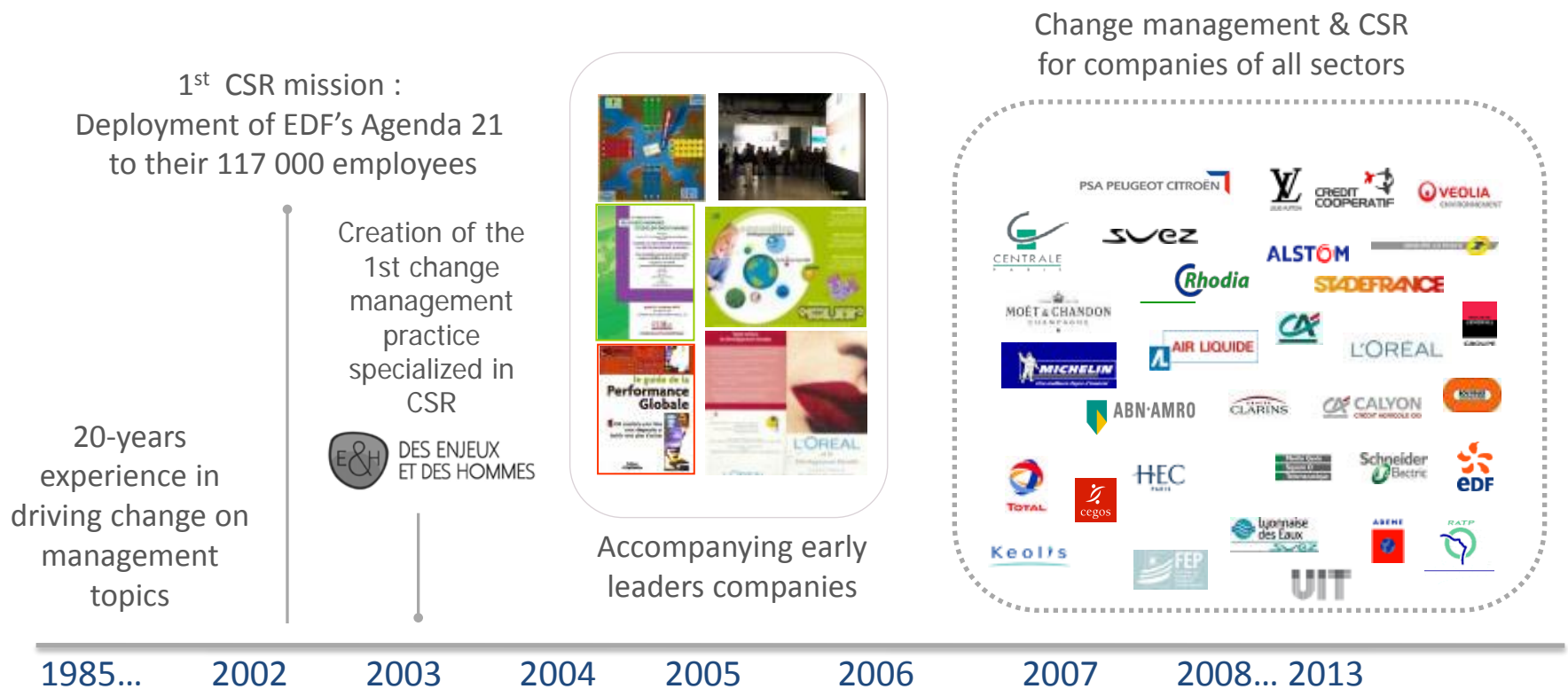
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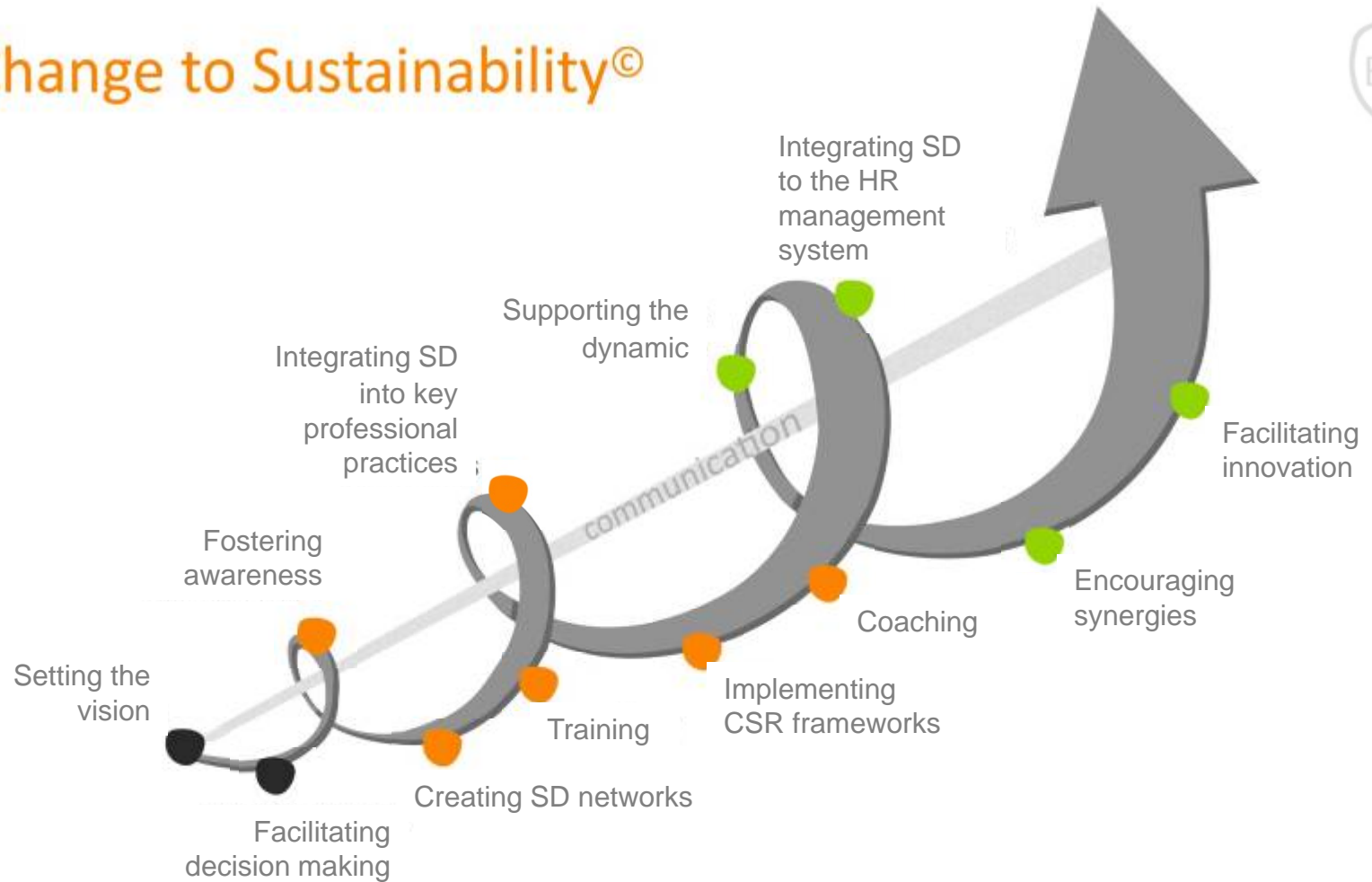
DES ENJEUX ET DES HOMMES (E&H)

- The N°1 French consulting firm specialized in change management and training applied to Sustainability/CR strategies

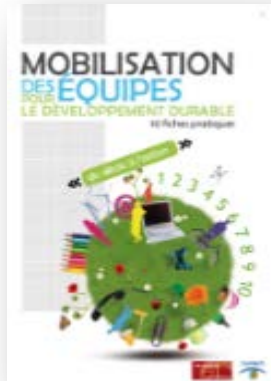


OUR CONTRIBUTION

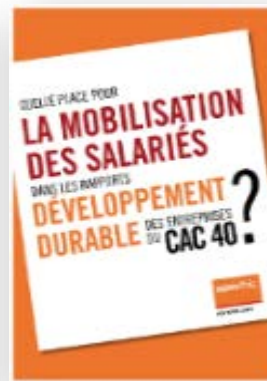
Change to Sustainability[©]



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