



# HUMAN TRANSFORMATION DIGITAL TRANSFORMATION



**CHANGE MANAGEMENT**  
**DIGITAL TRANSFORMATION**  
**CO-LEARNING HACK**  
**INNOVATION MOTIVATION**  
**LEADERSHIP HR COMMUNICATION**  
**SALES SOCIAL NETWORKS**

Our sessions combine theory and applied experiences

# 1. ACADEMY

A programme designed to inspire and empower



## LABS

1 day and 3 hour  
hacking sessions



## BRIEFINGS

Live, online or  
digital insights



## CO-LEARNING

Share knowledge in a  
whole new way!

# 2. FACTORY

Putting theory into action



## STUDIO

Get your message  
across, yourself!



## HIGH-TECH

Experiment new  
technologies



## OUT OF BOUNDS

Transpose a fun experience  
into your business

# REFERENCES

**FINANCE:** UBS, BNP PARIBAS, SOCIETE GENERALE, HSBC, CREDIT SUISSE, BANK OF CHINA...

**LEGAL:** CLIFFORD CHANCE, LINKLATERS, BAKER MCKENZIE, LOYENS & LOEFF, ARENDT, WILDGEN...

**IT:** SES, EURODNS, POST, BULL, CGI, CHAMP, CTG, SIEMENS, ORANGE, TANGO, INTRASOFT...

**CONSULTING:** DELOITTE, PWC, EY, KPMG, ACCENTURE, ATOZ, ALTRAN, WAVESTONE, DAVIDSON...

**AUTOMOBILE:** LEXUS, MASERATI, BMW, MERCEDES, CITROEN, PORSCHE, JAGUAR, TOYOTA...

**ASSOCIATIONS:** IRE, LPEA, ALRIM, ALCO, LAFO, LAFA, EUROTOQUES, GOLF CLUBS, BARREAU,...

**PHARMACEUTICAL:** ASTRAZENECA, GLAXOSMITHKLINE PLC., TEVA, BRISTOL-MYERS SQUIBB...

**INSURANCE:** SOGELIFE, FOYER, GB LIFE, CARDIF LUX VIE, LOMBARD, GATSBY & WHITE, AXA...

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# NO-NONSENSE!

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Do you hate consultants who complexify simple things or preach a theory they never experienced? We do.

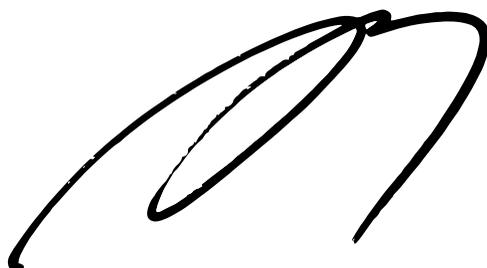
360DigitalHeroes has been disrupting the communication and consulting market since 2000. **We are entrepreneurs too!** Everything we say is what we apply in the daily activities of our firm.

Our mission is to deliver high-impact knowledge and experiences able to transform mindsets, create new dynamics and ultimately, **increase performance in a measurable fashion.**

**Feel free to test us,** riskfree.

Best regards,

**Jerome Bloch**  
CEO

A stylized, handwritten signature in black ink, consisting of several overlapping loops and a long, sweeping tail.

# HOW DOES IT WORK?

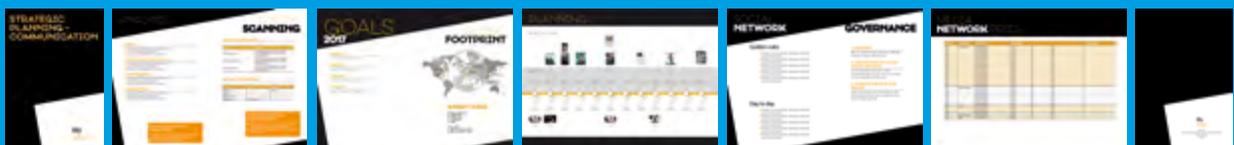
The 360 Workshops optimise your company's key processes and facilitate the implementation of a positive and productive mindset.



Our patented system allows you to address problems, 1 by 1, with a tangible result: a 12 page e-booklet.

All e-booklets are assembled to centralize the essence of your company.

## EXAMPLE



# EXAMPLE OF MODULE ON

360DigitalHeroes.com

## INTRODUCTION

## SOLUTIONS AND VIDEOS

## KPIS

## QUESTIONNAIRES



# 3 SIMPLE STEPS

Workshop:  
we run high intensity  
**3 hour workshops**  
and design a solution  
with your team

Deliverable:  
an **interactive**  
digital page

Monitoring:  
the digital page  
provides **KPIs** to  
drive your  
transformation

# THEMES **BEST OF BY CATEGORY**

Category	Workshop	Description
Leadership	Company's compass* <b>* Best seller among CEOs</b>	This workshop helps you to empower your team by explaining the history, DNA and values of your company and then coming up with a clear plan for the future.
Leadership	Public speaking* <b>* Best rating 2018</b>	We use video a lot in this session to ensure that your message reaches as widely as possible. Learn how to control your speech, your look and your movements.
Leadership	Media training	Teach your executives how to deal with interviews and journalists' questions to reduce your PR-related risks.
Leadership	Opinion Leader	Learn how to become an opinion leader by publishing a thought leadership website or blog. We can also use your annual content to publish a book at the end of the year.
Leadership	Illusion of Simplicity	The Illusion of Simplicity is a method which helps companies and individuals to adapt to a world of hyper-information and to deliver hyper-performance by saving time, money and energy.
Leadership	The game of numbers* <b>* Book published in 2018</b>	The Game of Numbers helps companies and individuals to unleash their true potential by leveraging KPIs, personal leadership and the power of simple daily routines in the long term.
HR	Onboarding accelerator <b>* HR Best seller</b>	The HR Lab focuses on the key information which all of your company employees should know by heart from day 1. It also gamifies HR by listing key skills and tracking progress.
HR	Personal leadership	During this workshop, we present a system which will streamline personal initiatives and intrapreneurship within your company.
HR	Health Check	Our sports coach and nutritionists share healthy habits: nutrition, posture, fitness, breathing techniques and more.
HR	Stress management	Inspired by top level sportsmen, we address stress management with a combination of breathing techniques, preparation routines and practical situations.
HR	HR Video	After creating a great script and scenario, we produce an HR video with your colleagues: a great way to motivate your staff and attract new talent.
Communication	Branding	The Branding Lab centres on your brand's key information - logo, colours, font - along with the rules for consistent branding and the main media (business cards, brochures, PowerPoint presentations, websites, etc.).
Communication	A communication plan in 3 hours	The Strategic Planning workshop begins with an audit, followed by the creation of a comprehensive plan including goals, footprint, budget, content planning, governance, KPIs and a press list.
Communication	Communicate for free	Today, companies which generate their own content can benefit from free media articles, videos and huge numbers of online followers.
Communication	Boost your growth with LinkedIn	This workshop begins with an audit of your LinkedIn presence. It continues with the setting of clear goals, the proper configuration of accounts and finishes with a focus on solid content planning, sound governance and clear KPIs.
Communication	Be the publisher	Learn how to write good posts and articles and produce amazing photos and high-impact videos!

# THEMES **BEST OF BY CATEGORY**

Category	Workshop	Description
Communication	Press relations	Our programme helps you to structure an amazing PR programme. We help you to prepare the right message, at the right time, to reach the right people.
Communication	Do it like Spielberg	A 3-hour video recording session, during which you and your team can record as many videos as you want, producing content for many weeks to come at a very reasonable price.
Communication	The brochure factory	This spectacular workshop is perfect for a brochure for a company or a product. Our experts will extract the essence of your message and showcase it, all in the best possible light.
Communication	The website factory	We use amazing templates to focus on answering the key questions when it comes to creating a great website: who are we? What do we do? How do we do it? What makes us unique?
Communication	A 20 page magazine in 3 hours	Title, cover story, articles, photos and layout: we get things done at warp speed, with you as our editor-in-chief.
Communication	A Webtv in 1 day	Get your WebTV up and running in just one day: opening sequences, content planning, distribution channels, governance and, of course, KPIs!
Communication	Script a clip animation in 3 hours	The Sales Development Lab boosts your sales team by focusing on the key aspects of sales in a highly dynamic way: aligning key messages, optimising lead acquisition, running successful campaigns and closing deals.
Communication	A video studio for 1 day	Enjoy all-day access to your own studio, from small and simple sets to a CNN-inspired set-up, and record as many interviews as you want.
Marketing & Sales	Commercial planning	The Sales Development Lab boosts your sales team by focusing on the key aspects of sales in a highly dynamic way: aligning key messages, optimising lead acquisition, running successful campaigns and closing deals.
Marketing & Sales	Boost your growth with Google ads	Google AdWords is Google's advertising agency. It displays ads or banner ads on either Google or Display Network partners, which are targeted based on users' keywords and/or browsing behaviour.
Marketing & Sales	White paper factory	We'll work with you and your top experts to produce a fantastic 20-page white paper in a single day.
Marketing & Sales	Event factory	Get the right concept for your event. Manage your organisational risks. Maximise your return on investment.
Marketing & Sales	A sales deck in 3 hours	A mind-blowing sales deck empowers your sales team and boosts your growth. Get the right mix of product presentation, storytelling and key facts.
Marketing & Sales	From data mining to closing deals	Selling isn't rocket science and with this workshop, you can master the key elements: data acquisition, pitching, running campaigns and closing deals.
Marketing & Sales	Script a product clip animation in 3 hours	The key to a solid product animation clip lies in the script. Bring your experts to the table to focus on it, second by second.
Marketing & Sales	Data: on CRM and other data driven tools	A good CRM saves time and money and boosts your company's efficiency: choose the best CRM, establish your requirements and implement the proper governance.
Marketing & Sales	Global relationship management	Implement a unified approach to managing relationships all over the world.
Operations	Risk radar	Map all your risks and share the procedures and governance which help your company to minimise them with your employees.
Operations	Regulation Radar	We put your experts around the table and co-ordinate their analysis of the latest regulations. Together, they assess the impact on your company and your clients.

# THEMES **BEST OF BY CATEGORY**

Category	Workshop	Description
Operations	Operational excellence	This seminar documents your company's key processes, from how they interact to how each individual has his/her part to play in the process.
Operations	Change management	Implementing change in a company requires a combination of vision, motivation, discipline, empowerment and technical knowledge. This workshop addresses all of these factors.
Operations	Digital Transformation	This workshop helps teams to assess the potential benefits of digital solutions when used within their department. All of these benefits are then brought together in a "Digital Transformation Map".
Innovation	A business plan in 1 day	Get your start-up up and running in just one day by creating your branding, website, communication system and sales strategy.
Innovation	The start-up experience	Write a complete business plan in 3 hours: including your idea, product, strategy, team, risk management and financial projections.
Innovation	Hacking	Our ethical hacker will help you to detect potential weaknesses and protect your company with appropriate procedures and training.
Innovation	App experience	Design a mock-up of your app in 3 hours. This HTML5 workshop will help you to optimise the design, UX and structure before the coding phase.
Innovation	High tech lab	Learn the basics of coding, 3D printing or drone flying with our specialist instructors and programmes.
Soft skills	Golf means business	Based on the book "Golf Means Business", this workshop helps participants to learn the language, understand key concepts and even get some experience on the course.
Soft skills	Stress management	This seminar focuses on stress: preparation, self-awareness and delivery under pressure. Fitness and nutrition are also included in the programme. This is a very practical course, inspired by high-level competition.
Soft skills	Teambuilding	We offer a wide range of team-building experiences to help you to develop strong team spirit within your company.
Soft skills	Network like a king	Learn how to break the ice, collect key information, generate leads and close deals with existing and potential clients.
Soft skills	Unleash your potential with chess	This seminar is perfect for people who want to improve their problem-solving skills, even if they don't know how to play chess.
Soft skills	Wine means business	Learning the vocabulary and understanding key concepts help you to develop strong relations with wine buffs.
Custom workshop	It is all about fixing your problem(s)	Our methodology and experience help us to solve complex problems in a wide range of industries. There's no risk when you put our abilities to the test: you get your money back if we don't solve your problem.



In many companies,  
**Corporate Culture**  
is like the 'Force' in  
Starwars. Together,  
we make it **tangible.** ”



# MEET A FEW CONTENT LEADERS

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## USE LINKEDIN AS A BUSINESS DRIVER

### Jérôme Content Leader Social Networks

Founder of 360Crossmedia in 2000, Jérôme shares how LinkedIn and proper sales technique grow your business.



## MAKING A GREAT VIDEO IS NOT A ROCKET SCIENCE

### Patrick Content Leader Video

With 20 years of experience in TV production, Patrick will teach you how to make great scripts and videos.



## BOOST YOUR GROWTH WITH GOOGLE ADWORDS

### Jonas Content Leader Google Adwords

Google certified, Jonas helps a wide range of local and international companies of all sizes grow.



## UNLEASH YOUR POTENTIAL WITH CHESS

### Fiona Content Leader Chess

An International Chess Master, Fiona shares with non players and players how chess can maximize your efficiency.



## WRITE ARTICLES WITHOUT EFFORTS

### Samantha Content leader Articles

A writer for many outlets including the Financial Times, Samantha shares how to deliver great articles in one hour.



## HACKING: PROTECT YOUR COMPANY!

### Jamie (Ethical Hacker) Content Leader IT Security

A renowned international expert in cyber-security, Jamie advises companies of all sizes, helping them to protect their assets.



## FITNESS: GET FIT!

### Thomas (Coach) Content Leader Fitness

As a professional fitness coach in Luxembourg, Thomas teaches you how to boost your health and change your body in a few simple steps.

# SPECIAL CO-WORKING DYNAMICS

## UPGRADE YOUR COMMUNITY'S OPERATING SYSTEM



### WHY USE THIS PROGRAMME?

**360Crossmedia helps co-working centers and companies:**

- To get projects done in 3 hours or 1 day
- To turn the current "Digital Transformation" into reality
- To expand their talent pool and arsenal of solutions

### WHAT DO YOU GET?

- Access the full range of our workshops (50 modules and counting)
- An easy access to our network of specialized experts
- A video studio which everyone can use

### BENEFITS

- You can create a website, a communication strategy, a magazine, a social network policy in 3 hours or 1 day
- Module after module, you build a stack of crystal clear solutions
- You produce videos of all kinds for a fraction of the traditional price

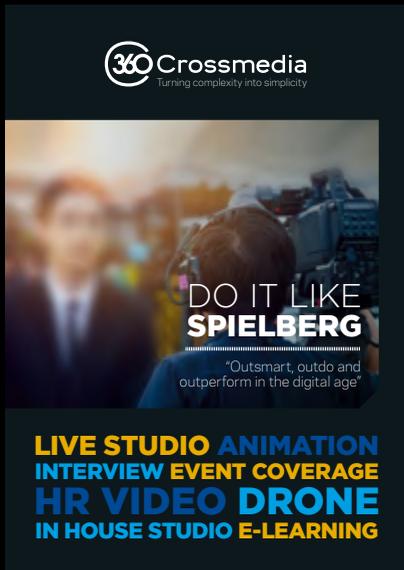
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## PRICING FOR ALL WORKSHOPS

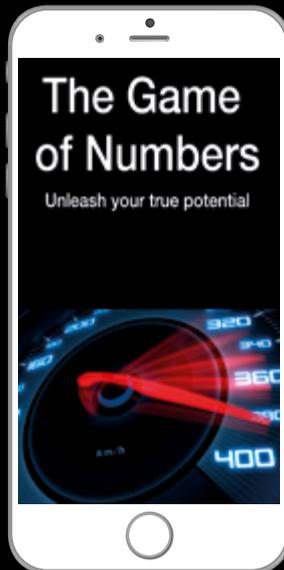
Included:

- 5 hours of preparation
- Animation of the workshop
- Delivery of a customized module on [www.360DigitalHeroes.com](http://www.360DigitalHeroes.com)
- 5 hours of follow-up (2 sets of changes)
- 3h Lab: 3000€ / 1 day Lab: 5700€

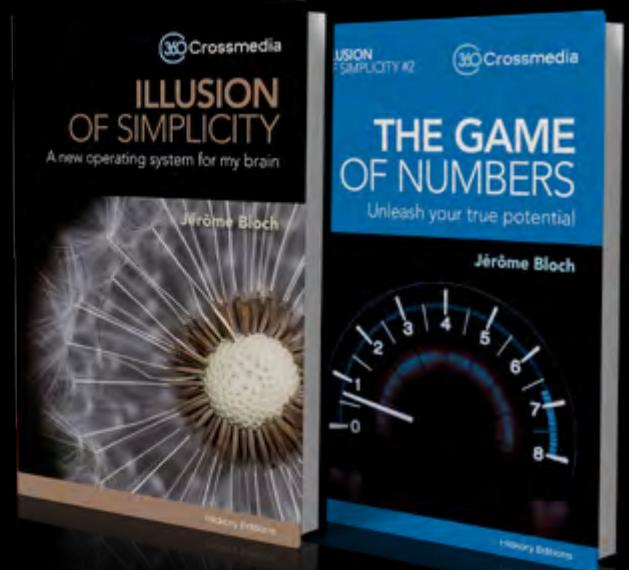
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VIDEO / 360BOX**



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Email: [contact@360crossmedia.com](mailto:contact@360crossmedia.com)



**360CROSSMEDIA MASTERCLASS #5**  
"TURNING COMPLEXITY INTO SIMPLICITY"  
WATCH THE VIDEO ON YOUTUBE