




TRAINING CATALOGUE

Specialized training to energize
your business strategy

Paris, Venice, Vichy, Singapore 

www.semioconsult.com 













+33(0) 6 03 01 02 13 

info@semioconsult.com 





CONTENT

Who are we?	5
Some references	6
Our training and conference activities	11
 Rethinking your growth strategy	13
 Scenarii methods	15
 Strategic diagnostic tools	17
 Towards a C-centric strategy	21
 Building a strong brand	23
 Capturing value through emotions	25
 Fundamentals of communication	29
 Building a brand storytelling	31
With our partners	33
 Flexibility of roles for collective performance	35
 Brand strategy execution: the key to success	37
 Using light in photography to develop brand image	39
 Stimulating collective innovation through photography	41

Themes



Strategy



Luxury



Marketing

A decorative vertical strip on the left side of the page, featuring a blue mosaic pattern of squares arranged in concentric circles, creating a spiral effect.

KNOW YOUR CLIENTS,

STYLE YOUR BRAND.

WHO ARE WE?

Adapting to market and consumer evolution, as well as projecting towards the future, are key for businesses of all sizes, particularly for entrepreneurs.

SémioConsult®, founded in 2012 by Anne-Flore Maman (Ph.D.), with strong international experience, supports you in this approach by helping you shape your growth strategy. To strengthen your positioning in the local or international economic landscape and capture more value, SémioConsult® offers tailored support.

Our headquarters are located in Vichy, with offices in Paris, Venice, and Singapore.

SOME REFERENCES

ORIENT  EXPRESS


Pernod Ricard

sanofi



 INSTITUT
POLYTECHNIQUE
DE PARIS

SAUDI
TOURISM
AUTHORITY
الهئية
السعودية
للسياحة

FR
Filati Romani
COLLECTION



LVMH
MOÏT HENNESSY • LOUIS VUITTON



VICHY
Amor

HEC
PARIS

Apprendre à oser®


MARRAMIERO

SERAPIANS


OMPI
ORGANISATION MONDIALE
DE LA PROPRIÉTÉ
INTELLECTUELLE

**forvis
mazars**

Ermenegildo Zegna


eastwest

DRAIN Color
Le sol qui respire

 **IPSEN**
Innovation for patient care

PEPLUM®
LE MONDE EN PRIVÉ

• CHALET DES ROSES •

CTC




DENTELLE DE CALAIS-CAUDRY®
Tissée en France sur métiers Leavers

institut
FRANÇAIS
de la
MODE

LEROY MERLIN
...et vos envies prennent Vie!



Università
Ca' Foscari
Venezia


CHAMPAGNE
COLLET
AV. FRANCE

 **Africa
Business
School**


OMPIC
Office Marocain de la Propriété
Industrielle et Commerciale




OFFICINE DEL LUSSO

21G

Maison 21G
PARIS

 **EDHEC**
BUSINESS SCHOOL

 **CHANEL**

 **ORIGINE
FRANCE®
GARANTIE**

 **SAVIO
EDUCATION**
L'ART D'APPRENDRE, LE GOÛT DE LA SÉRIOSITÉ

 **KENNETH COBONPUE**

**LES
OPTICIERS
EVELIKE**

pwc

istituto marangoni
THE FASHION SCHOOL • MILANO • PARIS • LONDON

S.T. Dupont
PARIS



LABORATOIRES
Pierre Fabre

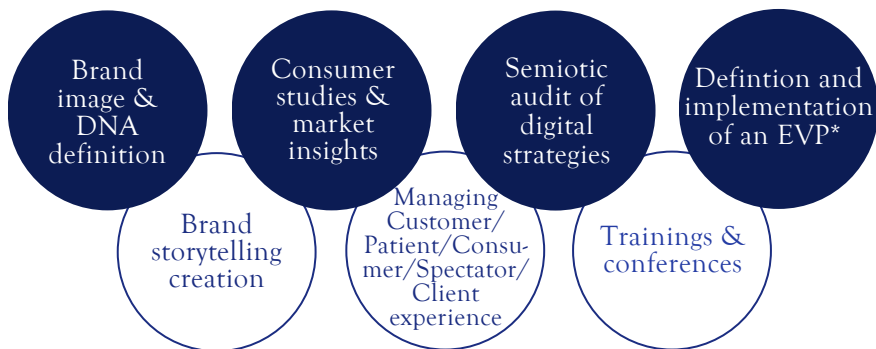
**Traveller
Made®**

inpi
INSTITUT NATIONAL
DE LA PROPRIÉTÉ
INDUSTRIELLE

 **ESSEC**
BUSINESS SCHOOL



WHO ARE WE?



Our 7 areas of expertise

* EVP : Employee Value Proposition

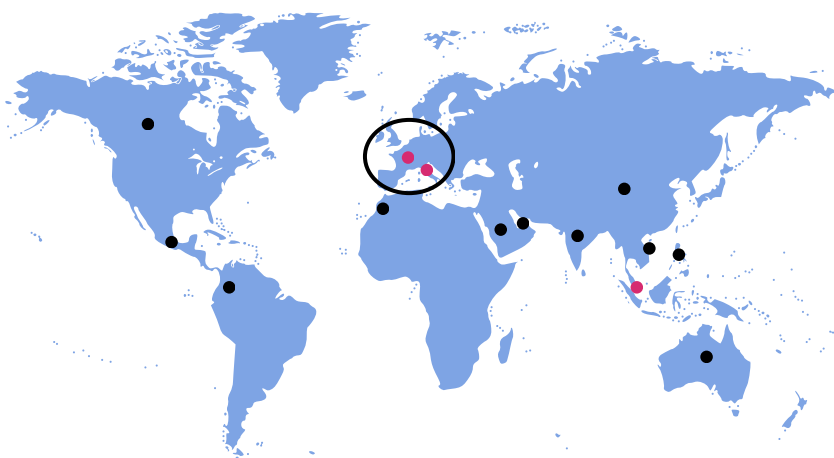
« The upstream approach of SémioConsult® consists of returning to the foundations of the brand, its DNA, then projecting it into an evolving competitive environment to define the "right" essence of the brand.

This essence is strengthened through SémioConsult®'s methodology, which allows it to cascade throughout the entire company strategy in an uncompromising logic and congruence that is often lacking in many brands. »

*Quentin Desurmont - Serandipians by Traveller Made
(client for over 9 ans)*

PRESENCE AND INTERNATIONAL REACH

Vichy - Paris - Venice - Singapore



Based in Venice, Paris, Vichy and Singapore, we extend our expertise across the world and are ready to intervene wherever your projects take us.

● Offices

● Countries in which we operate regularly
Australia, Canada, China, Colombia, Denmark, Germany, France, India, Italy, Morocco, Mexico, Monaco, Philippines, Portugal, United Arab Emirates, United Kingdom, Saudi Arabia, Spain, Singapore, Switzerland, Vietnam.

OUR TRAINING & CONFERENCE ACTIVITIES

Because a company's employees are its first clients and the key players in the success of its strategy, SémioConsult® has quickly been led to deploy tailor-made trainings for executives or field employees, upstream/downstream/complementary to a consulting mission, or simply as some independent professional training.

SémioConsult® is a certified professional training organization (Activity Declaration Number: 84030382903), and offers all types of trainings in formats such as conferences, workshops, or regular courses. Topics that can be addressed are linked to our expertise:

- ✦ Consumer sociology
- ✦ Customer-oriented strategy
- ✦ Strategic/operational brand management
- ✦ Marketing management
- ✦ Cultural aspects and consumption
- ✦ Research Methods
- ✦ Semiotics, etc.
- ✦ Training with a focus on the Luxury sector and its ecosystem

We offer tailor-made training based on your objectives and your structure.

OUR TRAINERS



**Anne-Flore MAMAN
LARRAUFIE, Ph.D.**
Director

Engineer and Saint-Cyrienne, I completed my education with a Certificate of Advanced Studies (MBA) at Thunderbird (USA) before earning my Ph.D. in Business Administration from ESSEC. After gaining experience at EADS and LVMH (Guerlain), I founded SémioConsult®, an agency specializing in growth strategy consulting through added value. In parallel, I teach at prestigious institutions such as ESSEC, HEC, Ca' Foscari, IFM, and Shanghai Normal University. I also served as the Academic Director of the SMIB Master's program at ESSEC for nine years, helping elevate this program among the best in the world. Since January 2024, I have joined École Polytechnique as an Educational Director for Executive Education. Actively involved in various scientific and governance committees, I continue to support businesses and leaders in their strategic challenges.

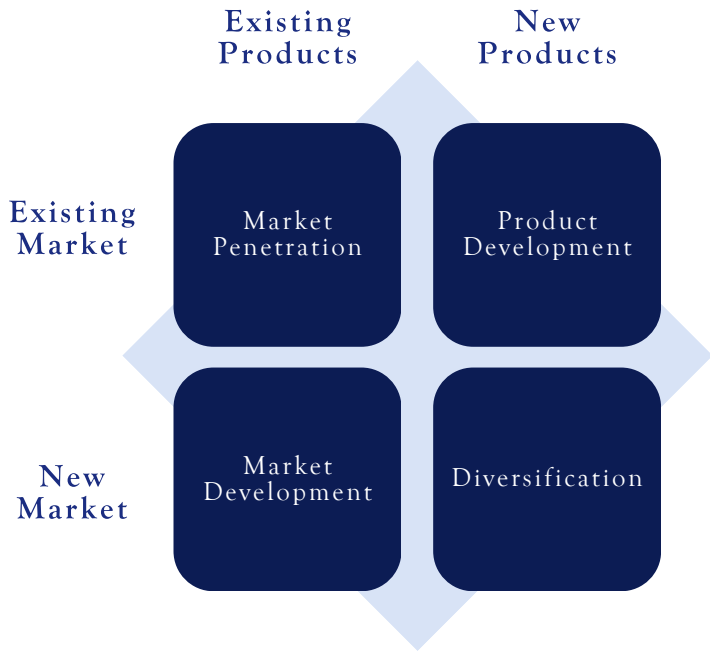


Clara BOUDEAU-DINANT
Consultant

Engineer specialized in nanotechnologies, I completed a Master's in Strategy at ESSEC Business School in Singapore. As a consultant, I have supported companies in the Asia-Pacific region on decarbonization and operational optimization projects. I have also developed brand management strategies in the hospitality and travel sectors.



OUR TRAININGS



Growth Strategies (ANSOFF Matrix)

RETHINKING YOUR GROWTH STRATEGY

A seminar to assess the growth potential of your company and which adjustments will be necessary to achieve it.

OBJECTIVES

- Be able to define your brand and/or business ambition.
- Know the methods to diagnose growth potential.
- Be able to challenge the current operating model of the company.

And also...

If you just want to introduce your collaborators to the topic, we can organize a simple conference.



1h30

PUBLIC

SME leaders, entrepreneurs, shopkeepers, retail managers, sales directors.

DURATION

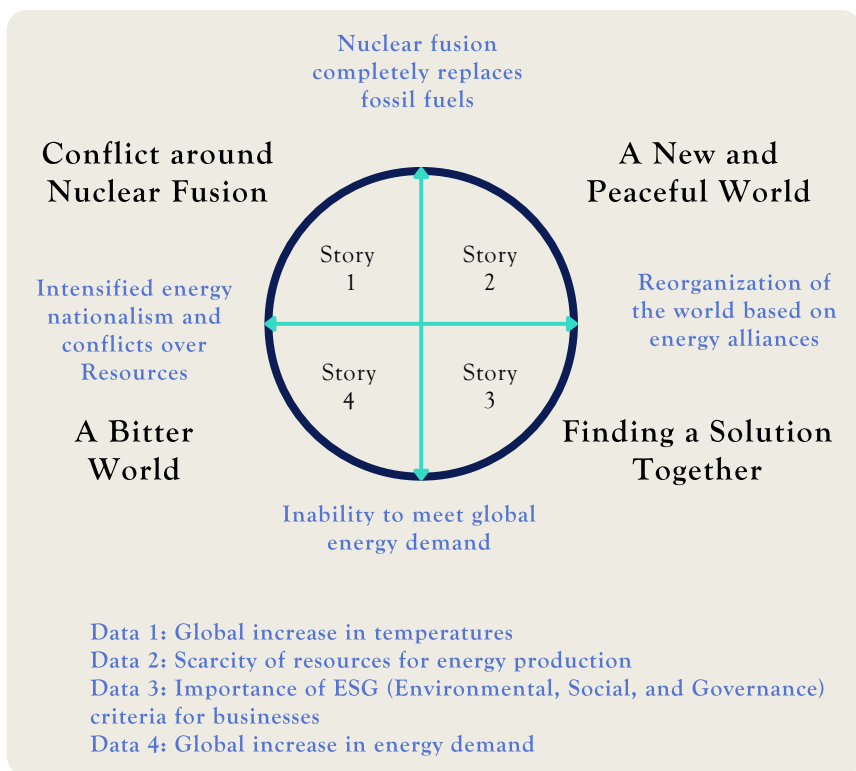
Half a day

NECESSARY PRE-REQUISITES

Understanding what a strategy is and knowing the tools for strategic diagnostics. We also offer these trainings, if applicable.

MAXIMUM NUMBER OF PARTICIPANTS

None



Example of 4 scenarii on the future of the energy industry within 15 years

SCENARIИ METHODS

(Strategic Anticipation)

A hands-on learning seminar to allow your company stakeholders to think together about the actions to take in the short term, based on possible future (mid-term) developments of the company and its strategic environment.

OBJECTIVES

- Project the company into a mid-term future.
- Debate and exchange ideas on the investments to be made to anticipate the future.

PUBLIC

Executive Committee/Management Committee leaders, profiles involved in and impacted by the issue at hand, at different levels of the company.

DURATION

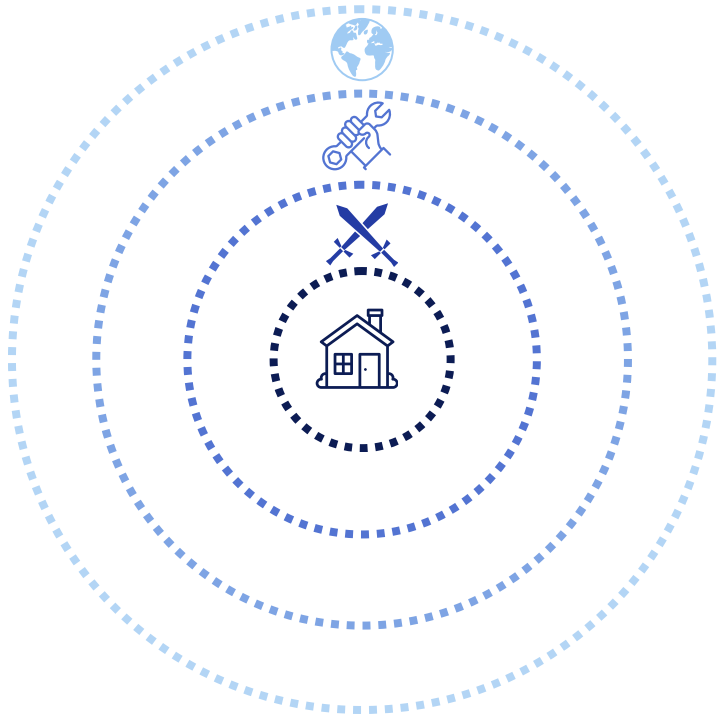
2 days

NECESSARY PRE-REQUISITES

None

MAXIMUM NUMBER OF PARTICIPANTS

None



- Internal Situation
- Competitive Environment
- Internal Environment
- External Environment

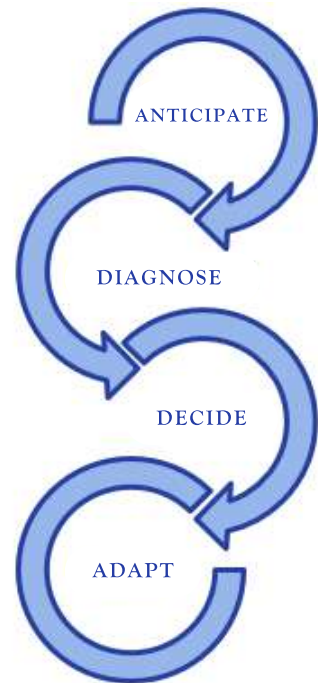
Analysis of Different Environments

STRATEGIC DIAGNOSTIC TOOLS

Didactic and critical presentation of various strategic diagnostic tools (e.g., SPECTACLE Matrix, BCG Matrix, Porter's Hexagon, etc.), followed by the resolution of a case study and the presentation of the results. Learners leave with a methodological toolkit.

OBJECTIVES

- Understand the differences between the tools, their limitations, and their benefits.
- Understand what the scientific reasoning method is and be able to apply it in the development of a strategic diagnostic protocol.
- Take a step back from the tools and reflect on their ability to adapt to a specific sector of activity.



STRATEGIC DIAGNOSTIC TOOLS

And also...

If you just want to introduce your collaborators to the topic, we can organize a simple conference.



Presentation of various strategic diagnostic tools (e.g., SPECTACLE Matrix, BCG Matrix, Porter's Hexagon, etc.)



3h30



For anyone in a position to propose a strategic plan or diagnose a company.

PUBLIC

Junior consultants without strategy training (e.g., management consultants), SME leaders, BU managers, division GMs, anyone in the company responsible for strategic decision-making.

DURATION

Minimum 1 day with a practical workshop.

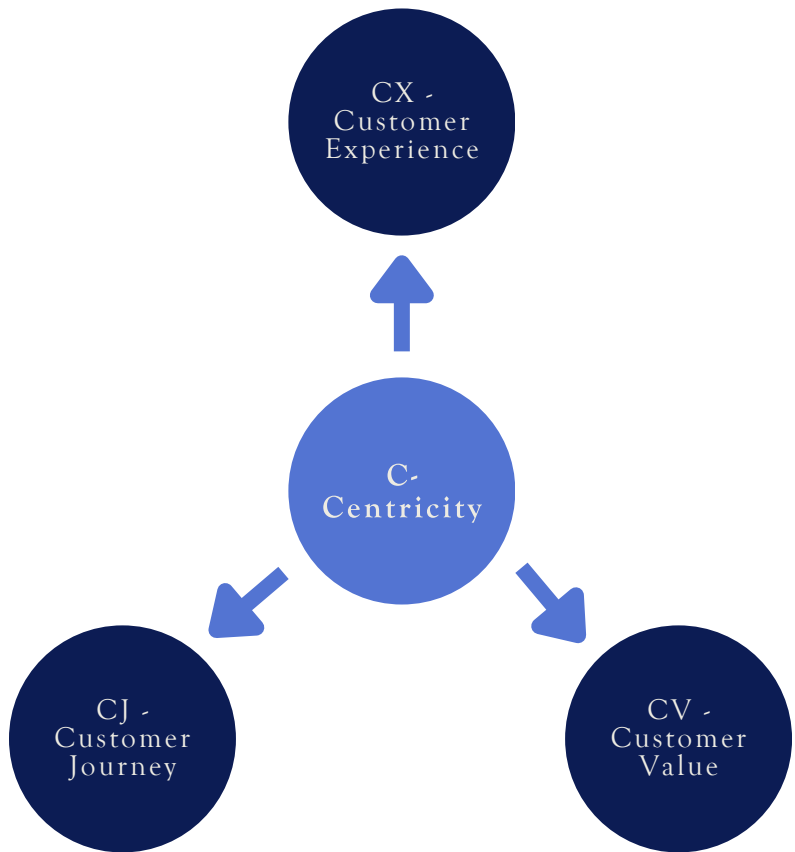
NECESSARY PRE-REQUISITES

None

MAXIMUM NUMBER OF PARTICIPANTS

Duration of the workshop depending on the number of participants.





The 3 Components of C-Centricity

TOWARDS A C-CENTRIC* STRATEGY

A half-day conference and practical workshop to understand why and how to place the “C” at the center of your strategy, but most importantly, to assess whether this is relevant for your company.

OBJECTIVES

- Understand what a C-centric strategy is and what its opportunities and limitations are.
- Propose an offering centered around the customer using an empathetic value proposition.

PUBLIC

General Management, Strategy Directors, Executive Committee, Management Committee.

DURATION

4 hours

NECESSARY PRE-REQUISITES

Know what a product-centered business strategy is.

MAXIMUM NUMBER OF PARTICIPANTS

None

* “C” refers to (depending on your business): Client, Consumer, Customer, Patient, Visitor, Spectator.

STRATEGY

1

Identifying and establishing the brand positioning and values

- Define the brand's DNA
- Position the brand in the competitive landscape



MARKETING

2

Planning and implementing brand marketing programs

- Build the brand image
- Coordinate all marketing actions



4

Developing and maintaining brand value

- Portfolio management
- Expansion strategies
- Repositioning strategies



3

Measuring and interpreting brand performance

- Brand audits
- Brand tracking
- Brand value management system

STRATEGY

DATA ANALYSIS

BUILDING A STRONG BRAND

A 10-step lesson to understand the importance of building a strong brand and the strategic reflection/actions needed to achieve it.

OBJECTIVES

- Be able to decide whether or not there is value in having a brand strategy.
- Understand the different stages of building a brand and the tangible-intangible duality of brands.
- Collectively reflect on different components of the brand, existing or desired.

PUBLIC

SME/TPE leaders,
Strategy Directors,
Governance Advisory.

DURATION

Minimum 2 days
focused on knowledge
transfer and learning.

NECESSARY PRE-REQUISITES

None

MAXIMUM NUMBER OF PARTICIPANTS

None

And also...

If you just want to introduce your collaborators to the topic, we can organize a simple conference.



1h30



« Let us not forget that small emotions are the great captains of our lives and we obey them without knowing it. »

Vincent Van Gogh

CAPTURING VALUE THROUGH EMOTIONS

A seminar to learn how to manage your clients' emotions and how to shape them throughout the C-journey into intangible variables that add value to your brand.

OBJECTIVES

- Propose a customer journey that integrates an emotional dimension.
- Reflect on the concept of experience.
- Understand the value of different types of emotions and the necessary balance to generate value.



CAPTURING VALUE THROUGH EMOTIONS

And also...

If you just want to introduce your collaborators to the topic, we can organize a simple conference.



A conference on the power of emotions in the customer journey and how they can be shaped by the company.



1h00



Open to everyone.

PUBLIC

SME/TPE leaders, those in charge of the customer journey, audience (live performance), visitors (museums), those responsible for customer experience, retail managers, hotel GM...

DURATION

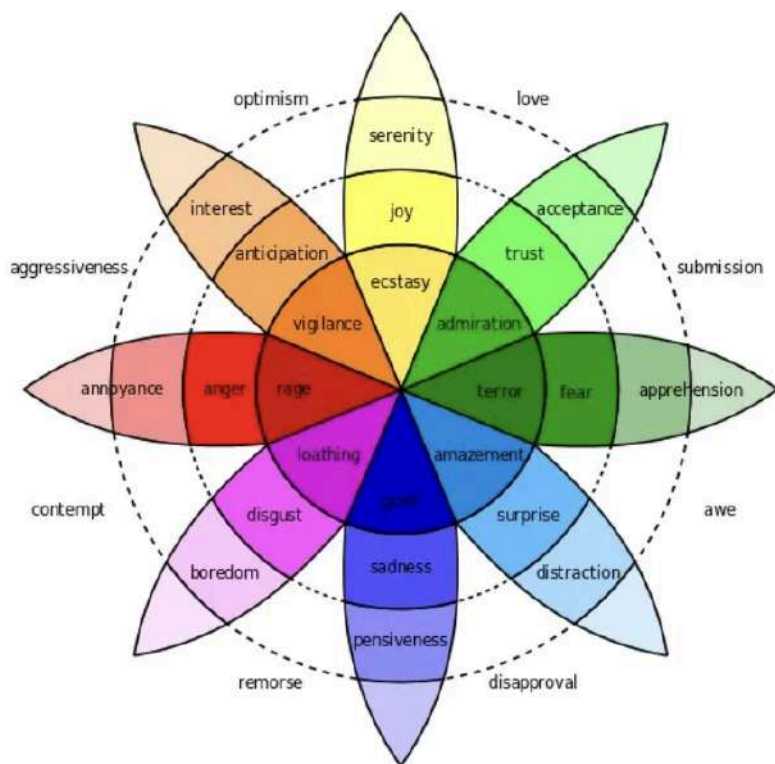
3 hours with a practical workshop.

NECESSARY PRE-REQUISITES

Knowing what a customer journey is, the delight points, and the friction points.

MAXIMUM NUMBER OF PARTICIPANTS

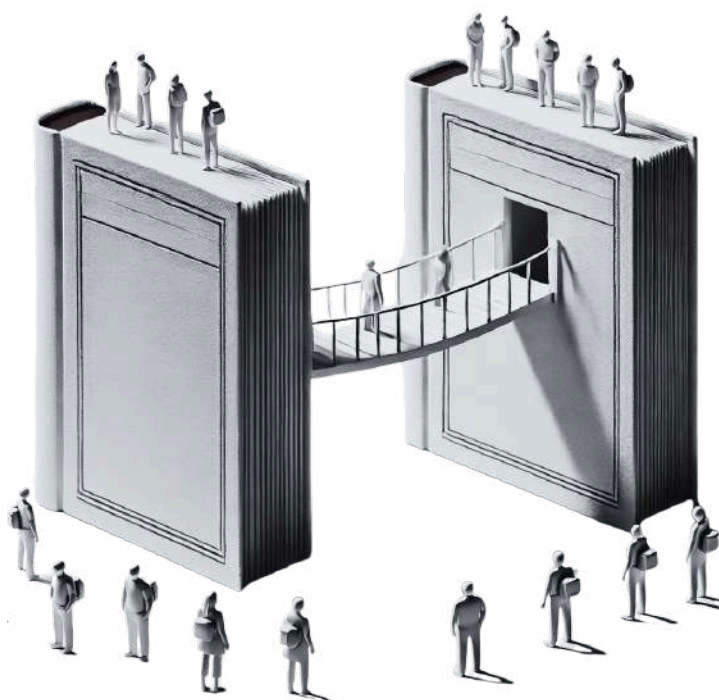
Expect about 3 hours for a group of 15 people, with an additional 30 minutes for every 3 to 4 extra people.



The Wheel of Emotions by Plutchik

« The activity or process of expressing ideas and feelings or of giving people information. »

Source: Oxford Dictionary



FUNDAMENTALS OF COMMUNICATION

A seminar to review the different components to take into account when developing your communication strategy.

OBJECTIVES

- Learn to build a communication plan.
- Learn how to write a creative brief.
- Link your brand and marketing strategies to your communication strategy.

PUBLIC

Managers or employees who need to understand how 360° communication works and are responsible for managing the communication strategy within their company.

DURATION

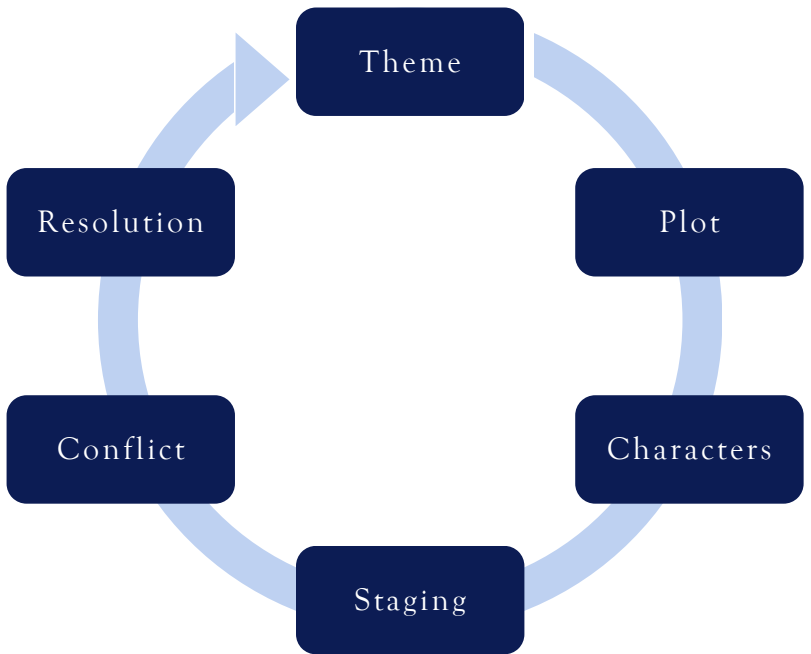
2 days

NECESSARY PRE-REQUISITES

Knowing what a brand strategy and a marketing plan are. We also offer these trainings, where applicable.

MAXIMUM NUMBER OF PARTICIPANTS

None



The Ingredients of a Good Narrative

BUILDING A BRAND STORYTELLING

A seminar to understand how brand storytelling is constructed, with a hands-on session to stimulate the participants' creativity.

OBJECTIVES

- Learn how to build a brand storytelling and what are its key components.
- Be ready to give instructions to a creative who can bring it to life.
- Understand the difference between brand storytelling and a corporate film narrating the brand's history.



BUILDING A BRAND STORYTELLING

And also...

If you just want to introduce your collaborators to the topic, we can organize a simple conference.



Presentation interspersed with examples of what makes a successful brand storytelling.



1h00



Open to everyone.

PUBLIC

SME/TPE leaders,
Marketing or
Communication
Directors.

DURATION

Minimum 3 hours with
a practical workshop.

NECESSARY PRE-REQUISITES

Ideally, participants
have knowledge of
brand strategy.
If this is not the case,
we recommend
preceding this training
with a conference on
the brand (1.5 hours).

MAXIMUM NUMBER OF PARTICIPANTS

Expect about 3 hours
for a group of 6 to 8
people, with an
additional 30 minutes
for every additional
group of 3 to 4 people.



OUR TRAININGS

WITH OUR PARTNERS

le concert de .
la loge olympique

JULIEN CHAUVIN

Pascal Raso photographer

LE CONCERT DE LA LOGE - ORCHESTRA

Le Concert de la Loge was born from the ambition to revive one of the greatest orchestras of 18th-century Europe, originally known as the "Concert de la Loge Olympique."

The ensemble offers programs ranging from baroque music in the early 20th century and explores innovative concert formats, blending spontaneity and artistic diversity.



Julien Chauvin is a violinist passionate about rediscovering the French musical repertoire.

In 2015, he founded Le Concert de la Loge, an ensemble using period instruments that revisits the musical heritage of the 18th century.



**le concert de
la loge olympique**
JULIEN CHAUVIN



www.concertdelaloge.com

FLEXIBILITY OF ROLES FOR COLLECTIVE PERFORMANCE

A seminar to show how roles within a company harmonize, with flexibility between support and leadership, to ensure collective success.

OBJECTIVES

- Learn to identify moments when a support role should evolve into a leadership role.
- Understand the importance of flexibility in roles for project success.
- Analyze the role of "soloists" within a team and their contribution to collective performance.

PUBLIC

Managers, project leaders, team leaders, executives, or employees in support functions (HR, finance).

DURATION

1 day

NECESSARY PRE-REQUISITES

None

MAXIMUM NUMBER OF PARTICIPANTS

None



BRAND STRATEGY EXECUTION: THE KEY TO SUCCESS

This training demonstrates that the key to a successful brand strategy lies in a consistent and seamless execution, similar to assembling a puzzle. It aims at transforming a well-designed strategy into concrete actions that generate long-lasting impact.

OBJECTIVES

- Understand the fundamental principles of consistency in executing a brand strategy.
- Put into practice a participatory approach to integrate all stakeholders in the execution.
- Compare branding and musical concepts to illustrate the notion of strategic harmony.

PUBLIC

Strategy consultants, directors, product managers, brand managers.

DURATION

1 day

NECESSARY PRE-REQUISITES

Knowing basic branding and strategy concepts.

MAXIMUM NUMBER OF PARTICIPANTS

None

PASCAL RASO - PHOTOGRAPHER

Painter and professional photographer **Pascal Raso** was trained in fine arts at the Martenot-Covo studio. A photographer of extreme sports, he became a student of Jean Turco in the late 90s and transitioned to studio photography.

An advocate of **complete technical mastery to unleash creativity**, he moved into demanding fields like advertising.

In recent years, Pascal Raso has been entrusted with over 50 international campaigns. As an artist and author, he exhibits his personal works in New York and Paris.



www.pascalraso.book.fr



+33 (0)6 12 84 82 03

USING LIGHT IN PHOTOGRAPHY TO DEVELOP BRAND IMAGE

The strategic use of light in photography allows you to visually translate the values and positioning of your brand. This program covers the different types of light, their impact on perception, and the techniques to use them effectively. Guided by photographer Pascal Raso, it combines theory and practice to master the art of adapting light to a brand's specific ambitions.

OBJECTIVES

- Understand the impact of light on the perception of brand image.
- Learn to choose and use light to reflect the values, ambitions, and positioning of a brand.

And also...

If you just want to introduce your collaborators to the topic, we can organize a simple conference.



1h

PUBLIC

For everyone, especially in the luxury, fashion, and hospitality sectors.

DURATION

Half a day

NECESSARY PRE-REQUISITES

Understanding the fundamentals and positioning of the brand.

MAXIMUM NUMBER OF PARTICIPANTS

15 participants



STIMULATING COLLECTIVE INNOVATION THROUGH PHOTOGRAPHY

Boost creativity and innovation within your teams through photography. This training combines theory and practical fieldwork to introduce the basics of photography while fostering collaboration. Through creative briefs, participants learn how to combine individual contributions and collective work to build an innovative vision.

OBJECTIVES

- Stimulate individual creativity within a dynamic team, showing how each personal contribution enriches a collective innovative vision through practical and collaborative exercises.
- Discover and master the technical and artistic foundations of photography and learn how to creatively capture and enhance ideas.

PUBLIC

Especially for R&D teams, transformation strategy leaders, innovation managers, as well as creatives and designers.

DURATION

From half a day in workshop format to a full day in immersive team-building mode.

NECESSARY PRE-REQUISITES

None

MAXIMUM NUMBER OF PARTICIPANTS

15 participants





OUR CONFERENCES

Summary of conferences offered in connection with our trainings :

- ✦ Building a strong brand
- ✦ Constructing a brand storytelling
- ✦ Capturing value through emotions
- ✦ Strategic diagnostic tools
- ✦ Rethinking growth strategy
- ✦ Using light in photography to develop brand image

Some examples of custom-built conferences for our clients :

- ✦ India and Luxury
- ✦ Luxury, Dreams, and Desires
- ✦ The Effect of Country of Origin on Clients in Defining Strategy
- ✦ Intercultural Communication - Key Insights for Facing a Constant Challenge
- ✦ Is a Customer-Centered Strategy the Key to Business Growth?
- ✦ The Strategic Impact of a Transformation Toward Carbon Neutrality
- ✦ Strategic Brand Management in a Complex Environment
- ✦ Case Study in Consulting Firms - Why?
- ✦ The Meaning of Brands
- ✦ Brand Semiotics



A large, light beige rectangular area with rounded corners, containing 20 horizontal dotted lines for writing.



A large, light beige rectangular area with rounded corners, containing 20 horizontal dotted lines for writing.

NEED TO KNOW MORE?

Make an appointment with a single click to get personalized advice or receive more information.



Contact us directly :

+33(0) 6 03 01 02 13



Send us an email :

info@semioconsult.com

Get a quick slot and choose the best time to talk to our experts.

Scan the QR code below to schedule an appointment online!



S&SÉMIO
CONSULT®

