



ORIGINAL'S

"human tracker"

Webinars for Corporate Cultural Strategies for the 2020s

Learn the main objectives, tools and opportunities of the cultural strategies of tomorrow.
Anticipate the post-globalized context.

In 2020 *Original's* will propose a serie of interactive webinars on different cultural challenges for corporate.

Objectives for the Participants:

- 1/ improve skills in terms of cultural awareness and strategies
- 2/ discuss about the current and future cultural challenges for global companies
- 3/ test cultural tools through live case studies

Each session will be led by Frantz Dhers and/or Miguel Arato (Original's).

<p>Wed 27th May 2020 10am UTC+1</p> <p>Wed 10th Jun 2020 10am UTC+1</p>	<p>1/ Cultural Sustainability (45 min)</p> <p>Cultures in a globalized context Cultures, sustainable development and SDGs</p>
<p>Wed 17th Jun 2020 10am UTC+1</p> <p>Fri 24th Jun 2020 3pm UTC+1</p>	<p>2/ Cultural Awareness (45 min)</p> <p>What is « Culture » Corporate cultural impact</p>
<p>Tue 8th Sep 2020 10am UTC+1</p> <p>Wed 16th Sep 2020 10am UTC+1</p>	<p>3/ Corporate Cultural Responsibility (45 min)</p> <p>Ethical cultural strategies for companies Key stakeholders of cultural strategies</p>
<p>Fri 25th Sep 2020 10am UTC+1</p> <p>Tue 6th Oct 2020 10am UTC+1</p>	<p>4/ Cultural Risks & ROIs (45 min)</p> <p>Cultural needs and worries of the 2020s stakeholders Localization, pacification and innovation through local cultures</p>
<p>Tue 13th Oct 2020 3pm UTC+1</p> <p>Tue 20th Oct 2020 10am UTC+1</p>	<p>5/ Cultural Strategies: Diagnostic & Tools (45 min)</p> <p>Cultural Mapping Cultural Impact Assessment</p>
<p>Fri 30th Oct 2020 10am UTC+1</p> <p>Fri 6th Nov 2020 3pm UTC+1</p>	<p>6/ Climate Change, SDGs and Cultures (45 min)</p> <p>Interdependencies between Nature and Cultures Inclusion of cultural aspects into environmental projects</p>
<p>Fri 13th Nov 2020 10am UTC+1</p> <p>Tue 24th Nov 2020 3pm UTC+1</p>	<p>7/ « Post-Globalized » Companies (45 min)</p> <p>Globalization: convergence or divergence? How to please both the Somewhere and the Anywhere</p>
<p>Tue 1st Dec 2020 10am UTC+1</p> <p>Tue 8th Dec 2020 3pm UTC+1</p>	<p>2/ Inclusion of Cultural Aspects into Social and Sustainability Strategies (45 min)</p> <p>Create value and avoid risks Maximize impact</p>

(for more details on program, content and agenda: please contact frantz.dhers@letsbeoriginals.com)

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