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 550,000 employees around the world.

Several turnkey programs have been designed to deliver a common core of knowledge and vocabulary. The Academy also lets 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, MOOC, etc.), or delivered online in SaaS mode.
Ready-to-use

PROGRAMS

PASSPORT
Get to grips with digital

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

OBSERVATORY
Go further and discover tomorrow’s tech

TAILORED CONTENT
Examples of tailor-made courses designed with clients
This program is comprised of:

- 20 videos
- 1 quiz (based on 40 questions)
- A passport diploma model

**Duration:** 20 minutes

**Production:** animation movies

**Languages:** English, French, German, Spanish (audio) / 10 languages (subtitles)

---

**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.

---

**Themes**

Some essential essential terms in 60 seconds:

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

---

**NETEXPO ACADEMY**
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
Decoding (1x3-minute video)
10 usages panorama (10x30-second videos)
transformation keys (1 video of 3 minutes)
Quiz of 5 questions (out of 10)
A visa (pictogram)
In total 288 videos, 24 quizzes (drawn from 240 questions), 24 badges (pictograms)
Duration: 280 minutes (24 x 12)
Production: studio + interviews
Languages: English, French, German, Spanish (audio) / (subtitles)

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?

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?

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?
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 (1 x 2-minute video)
Workplace scenarios (3 x 2-minute videos)
Analysis (4 x 3-minute videos)
Conclusion (1 x 3-minute video)

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

EXPERIENCES

Understand

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

8 videos
introduction (1 x 2-minute video)
Workplace scenarios (3 x 2-minute videos)
Analysis (4 x 3-minute videos)
Conclusion (1 x 3-minute video)

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

SALESPEOPLE
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?

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?
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

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.

THIS PROGRAM IS COMPRISED OF:

1 video teaser
24 videos of 3 to 4 minutes
24 summary sheets in PDF
24 quizzes

Duration: 75 minutes
Production: studio / screencasts
Languages: French, English (audio) / French, English (subtitles)
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!

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 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 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 4: EMBRACING CHANGE
Learning to learn
Build positive relationships, to facilitate change.
Use retrospectives as a learning tool.

THIS PROGRAM IS COMPRISED OF:
1 video teaser
4 x 4-minute videos
21 PDF summary sheets in PDF and 1 guidebook
Duration: 25 minutes
Production: studio / interviews
Languages: English, French (audio) / English, French (subtitles)
Netexplo is an independent observatory that studies the impact of digital tech on society and businesses. Netexplo cultivates a singular approach to study the digital society. Through its international university network of universities recognized worldwide in the field of technology, the Netexplo Observatory is clearing the world in search of new uses of digital technology. You can find all its content here!

**REPLAYS**

All Netexplo events to see and see again
From the Innovation Forum to talks and breakfast debates, catch up on the events you missed or want to see again.

**INTELLIGENCE**

A selection of innovations spotted by the Netexplo network
From the 2,000 new uses of tech gathered every year by Netexplo’s global academic network, discover a selection of the most promising emerging innovations.

**INTERVIEWS**

Netexplo experts on video.
Gain insight from professional and academic experts in the Netexplo network through this selection of interviews.

**PUBLICATIONS**

All contents published by Netexplo to download.
Trend studies, notebooks, expert works … Publications that make sense of tech and the challenges of transformation.

**SPEAKERS**

Netexplo’s address book
Renowned authors, world-renowned experts, professors, sociologists, innovators, entrepreneurs … Netexplo’s global network is listed here.

The content that makes up the turnkey programs may also be freely combined to meet a specific need. A company can put together its own themed program by using content from the Passport, Journeys and Expeditions, etc. Here are some winning combinations.
A COLLABORATIVE PROGRAM

DESIGNED WITH OUR CUSTOMERS

THE DIGITAL INSURANCE CERTIFICATE

program was designed in line with a recognized competency framework.

THIS PROGRAM IS COMPRISED OF:

1 teaser video
18 x 4–6 minute videos
18 summary sheets in PDF and 18 quizzes

Duration: 90 minutes
Production: studio / interviews
Language: French (audio + subtitles)

PROGRAM DETAILS

STREAM 1

Know the different collaborative tools
Online stakeholders
Social networks and digital tools

Acquire digital vocabulary
The vocabulary of social media
The key technical terms for digital and the internet

Know how to use social networks
Social media practices
The uses of social networks in insurance

Perceive and understand the impacts of digital on the insurance business
How to use a search engine
Support a digital insurance customer

Use digital media safely
The rules for using social networks
Computer security and confidentiality

STREAM 2

Know how to use and communicate with your messaging tool
The main principles of email
The rules of communication and spotting fake emails

Communicating in digital mode
Consequences and opportunities of dematerialization
Smart objects in insurance

Attitudes to adopt in the face of changes in consumer behaviour
Evolution of consumer profiles and use of digital
The impacts of tech on the company’s business and the management of its e-reputation

Consumers and employees digital
Consumer protection rules
Customer and employee protection in the digital era

A COLLABORATIVE PROGRAM

DESIGNED WITH OUR CUSTOMERS

THE DIGITAL INSURANCE CERTIFICATE

program was designed in line with a recognized competency framework.

THIS PROGRAM IS COMPRISED OF:

1 teaser video
18 x 4–6 minute videos
18 summary sheets in PDF and 18 quizzes

Duration: 90 minutes
Production: studio / interviews
Language: French (audio + subtitles)
**PASSPORT**

Pipo wants to draw his own cryptocurrency. But there’s more to it than that. Watch this episode of Tech Stories! 60 seconds, 3 takeaways. It’s quick, clear and fun enough to watch over and over.

**JOURNEYS**

The blockchain: Let’s look at a technology that’s generating a lot of buzz. It’s controversial as some people think it could replace the core institutions of our economies and administrations. Beyond the technological issues, blockchain raises questions about society. We’ll see what blockchain is, how it works and what its main advantages are, before traveling through 10 or so applications.

**OBSERVATORY**

**A BOOK TO DOWNLOAD**

The decrypted blockchain: the keys to a revolution.

For the next stage in the journey

**EXPERIENCE - SHARING**

Replay Netexplo Forum 2019
Les Echos TV Studio

**INNOVATIONS AND EMERGING USES OF DIGITAL**

**BLOCKCHAIN**

FOOD TRACEABILITY
Traceability of food in the blockchain

BACKFEED
Organize net-working with the blockchain

REVAIN
Certify the authenticity of reviews by blockchain

TRANSACTIVE BROOKLYN MICROGRID
Energy transaction between individuals, orchestrated by the blockchain

WYSKER
A new model of m-commerce based on data

**ROBOTS**

example of a tailor-made course

**PASSPORT**

If, like Pipo, you’ve created your AI double, take a quick look at this episode of Tech Stories! 60 seconds, 3 takeaways. It’s quick, clear and fun enough to watch over and over.

**JOURNEYS**

Robotics & AI: How will robots live with us?

Chatbots: The most natural way to interact with software.

**EXPEDITIONS**

ONE OF MANY POSSIBLE FUTURES
A day with Jenny, augmented operator
A day with Philippe, IS project manager

Plus downloadable graphic novels!

**ROBOTS**

example of a tailor-made course

**OBSERVATORY**

**INNOVATIONS AND EMERGING USES OF DIGITAL**

**LUMI CAMERA**

This robot cameraman is actually an intelligent device equipped with multiple cameras to film 360° and who could tomorrow replace the man who holds the camera on the shootings!

**SELF-TEACHING ROBOT**

Designed at the University of Oslo, this robot is self-perfecting, learning from mistakes and adapting to different environmental changes.

**OCTOBOT**

In human imagery the robot is still a rigid machine made of steel and bolts. Octobot is one of the first soft robots.

**REAL-TIME ROBOT MISTAKE CORRECTION**

Researchers at Boston University and MIT have developed a brain-computer interface that allows humans to teach robots in real time by brain waves.
INNOVATION
example of a tailor-made course

PASSPORT
A first step towards innovation culture: the key concepts (not just digital!) Design thinking, Hackathon, Open innovation, Makers

JOURNEYS
Frugal innovation. In this journey discover a new practice with frugal innovation. This is innovation by using the least possible means to create solutions to real problems.
Makers. The maker movement is a business and strategic issue for companies because a do-it-yourself approach in the digital age can have an impact on the, production and distribution processes, and above all drive new customer habits.

OBSERVATORY
A NOTEBOOK To download

HOW WILL YOU DESIGN YOURS?
Big Data • Cryptocurrency • Cloud • Crowdfunding • Cybersecurity • Dematerialization • Design Thinking • E-Reputation • GAFA • Hackathon • AI…

NETEXPLO PUBLICATIONS
The efficient, colorful and offbeat collection that makes sense of tech and its impacts. Exclusive insight, useful examples, applications and perspectives. So you can grasp the issues today and make the right decisions for the future.

Directed by Sandrine Cathelat, Netexplo Head of Research
NETEXPLO observatory
2019-2020 SEASON

Find out more: hello@netexplo.org

HappeningCo
364 rue du Faubourg Saint-Honoré • 75008 Paris
Tel: +33 (0) 45 01 60 00
SAS with capital €144 125.90
RCS Paris 447 906 165 000 33
Code APE 7022Z
Activity registered under #11 75 42321 75 with Île-de-France prefecture

MAKING SENSE OF THE FUTURE
NETEXPLO.COM