



BEEHIVE

EXPERIENTIAL JOURNEY

LEARN, EXPERIMENT &
CO-CREATE

TRANS
FORMA
BXL



Experiment innovative ways of working!

Organizations today need to be agile and constituted of teams that can collaborate easily. They need to be able to constantly generate ideas and proposals and know how to renew themselves to be able to adapt to technological changes, competitor innovations and new standards. Is your organization ready?

Let transformaxl help you navigate this ever-changing world and let's together build your organization's resilience to turn you into the innovative company that you need to become.

Looking back at our over 30 years of entrepreneurial and innovation experience, we share with you the best approaches, methods and tools we identified from co-creating innovative products, services and teams.

We are convinced that intrapreneurship and employees' entrepreneurial abilities are the true engine of innovation. To open up this treasure trove of wealth for you, we have created the **Beehive Experiential Journey** program. Throughout the Beehive Experiential Journey, we will explore how your teams can work in an agile and collaborative manner.

Through a series of practical and tailor-made workshops that rely heavily on you experimenting with innovative methodologies and co-creating, you will develop your own cookbook of initiatives to help your organization's intrapreneurial potential. Your organization will be able to continuously renew and generate ideas and business proposals.

Let's empower your organization not only to adapt to change, but to be proactive in facing new trends and setting new innovation standards!

Our experiential workshops:

- innovate like a startup;
- emerging business models;
- reinventing how we work;
- building human-centered workplaces.

The Beehive Experiential Journey is build as modular approach. It is up to you to opt for one or several workshops. The holistic Beehive Experiential Journey program of all four workshops provides complete and comprehensive coverage for you to create an organization build on a culture of innovation, intrapreneurship and collaboration.





THE BEEHIVE METHOD

EXPERIMENT

Through co-creation and role-playing, explore innovative techniques, models and concepts.

DISCOVER

A facilitator helps your team name and define what you are experimenting.

LEARN

An expert helps your team fully understand the covered concepts.

CO-CREATE

Teams practice collective intelligence and participatory methodologies that they will then be able to reuse to engage their own peers and colleagues.

FOR WHOM?

The Beehive Experiential Journey is intended for teams who want to improve their collaborative and innovative dynamics. Designed for teams of 8 to 16 people, the format lies somewhere between a training and a team day. No particular level of knowledge is required.

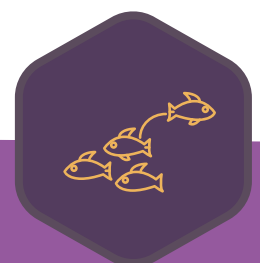
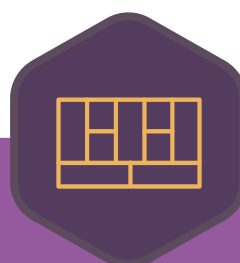
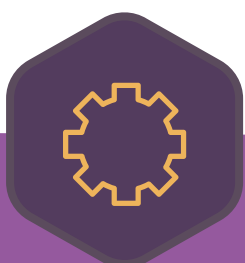
Being innovative is a major challenge in business today, but it is not an end in itself. On the contrary, innovation makes sense when it is nourished and guided by a vision and a mindset. Unfortunately, the temptation is great for any organization to impose this vision and innovation from the top, through rigid stage-gate processes that do not deliver the expected results. Instead, how is it possible to implement an efficient innovation engine?

Small and agile organizations like startups can be an inspiration for innovation for companies. Startups use their advantages strategically to turn around new business models, innovative products, and services that can potentially change the face of a business sector. And there is no reason why corporations and SMEs could not do the same.



During the “**Innovate like a startup**” module, through group experimentation and interactive learning, teams will:

- explore practices that make startups good at disruptive innovation;
- become familiar with alternative innovation models such as Lean Startup, Design Thinking and agile methodologies;
- discover accompanying methods and tools to design innovative business models (ideation processes, Value Proposition Canvas, etc.);
- get out of their comfort zone to think about innovation from a different angle;
- explore how ecosystems can encourage intrapreneurs to bloom.



Collaborative economy, sustainable development, Peer-to-Peer initiatives, the Internet of Things... How ready is your organization to work with these concepts and practices? Will you be able to cope with the latest macroeconomic trends such as continuous waves of disruption and the Third Industrial Revolution? Have you integrated strategic and operational processes that are capable of taking these changes into account? It is essential to keep yourself informed of nonconformist trends that call status-quo business models into question.



The “Emerging business models” module will help you understand the risks and identify opportunities of innovative business models such as bottom of pyramid and decentralized systems, circular economy, bio-inspired systems, functional economy, and the new manufacturing revolution. Teams will:

- analyze 50 economically sound business models with a positive impact on society;
- diagnose value chains and identify business materialities from a sustainability standpoint;
- generate new holistic business models by connecting the needs and resources of different stakeholders;
- determine what this means in terms of adaptation of the existing business models (e.g. Sustainable Business Model Canvas).



Many traditional work environments hinder their teams from leveraging their potential by wasting energy on flawed group dynamics. They are often plagued by the same problems: poor decision-making processes, unapplied changes and/or decisions, complex structures and hidden agendas. Instead, organizations should look towards effective solutions and be inspired by alternative ways of working that have been implemented elsewhere [for example Zappos, Favi, Gore & Associates] and aim to “liberate” organizations and people.

Collective intelligence and participatory approaches within the work environment [like open spaces, world cafés, unconferencing, liberating structures] as well as towards the outside world [for example open innovation, crowdsourcing, stakeholders panels] can be a start to turn your organization around and help your employees deliver their best work yet.



In the “Reinventing How We Work” module, teams will discover new working methods, including:

- dynamic and agile steering of projects, organizations and teams based on interconnected and self-developing entities;
- efficient and transparent processes for taking sound and accepted decisions;
- participatory and collaborative methodologies aimed at tapping into collective intelligence within and outside your organization;
- a climate of authentic and respectful interpersonal relationships including meaningful feedback, feedforward and constructive conflict resolution;
- ways of managing change leading to real and in-depth cultural changes in organizations.

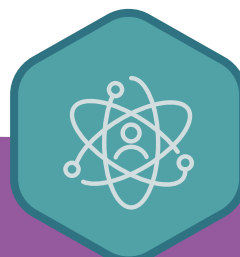


It is widely acknowledged that well-being at work and self-actualization boost employees' commitment and professional performance. An increasing number of purpose-led organizations wonder how to transform their workplace into a fulfilling environment with a bubbling entrepreneurial spirit and a work-life balance that stimulates employees. If that includes your organization, we happily welcome that you share our values and we want to help you implement them in your own way!



The “Build human-centered workplaces” module will provide your organization with the tools to co-design your ideal workspace using collective intelligence. Teams will:

- discover the root causes of dysfunctional workplaces;
- generate ideas on how to (re-)build your workplace by focusing on design, climate, work processes and work-life balance;
- analyze case studies of organizations that have created better workplaces, beyond merely changing the office design and adding a gym;
- discover intrapreneurship as a way to bring (back) purpose to teams and organizations.



Your facilitators

PHILIPPE DROUILLON

Philippe is a biochemistry and biotechnology engineer; he spent 23 years in different positions in a multinational chemical company. He then started his own venture, Metamorphosis, to help organizations and teams in the fields he is passionate about: sustainability (circular and functional economy, biomimicry), collective intelligence, large group and team dynamics, out-of-the-box and strategic thinking systems, agile and cooperative governance, breakthrough learning processes and innovative business models. Philippe is also actively involved in the co-development of co-ops in farming, energy and healthy and fulfilling workplaces.



MICHEL DUCHATEAU

Michel founded CreaDelta in 2011 to help entrepreneurs and companies use the best practices for innovative project management and intrapreneurship. As creator of the ParticipAgile method, he spreads agile and collaborative practices as consultant. Passionate about startups and innovation, Michel is the Global Facilitator for Startup Weekend Europe, thus inspiring a community of 300,000 entrepreneurs worldwide. He also helps more than 15 coaching structures for entrepreneurs, accelerators and entrepreneurs associations as a coach, speaker or jury member. A civil engineer, Michel worked for several years as a project manager on ICT projects for companies like GDF-Suez or Orange before creating his own startup. Today, Michael shares best practices from the startup world with large companies and European institutions organizing trainings, workshops, corporate hackathons and conferences.

ANIS BEDDA

Co-founder of transformabxl, coworking and innovation space, Anis also co-founded the Intrapreneurship Conference, the premier global gathering of intrapreneurs, corporate entrepreneurs, innovation managers and experts. Through these initiatives, he helps organizations tap into their staff's potential to generate innovation in return for engagement, fulfillment and well-being at work. Anis is an active proponent of bottom-up innovation, intrapreneurship, open innovation, sustainability and crowdsourcing.



For more information on our innovation programs:

Contact

Anis BEDDA
transformer in chief

📍 Avenue Jules Bordet, 13
B 1140 Brussels

✉️ anis@transformabxl.be

☎️ [+32] 487 54 85 60

🌐 www.transformabxl.be

transforma bxl

a community of entrepreneurs,
innovators and changemakers!

We are at the forefront of innovation in Brussels by organizing and hosting workshops, talks, meetups, trainings and original open space events where innovation grows from the bottom up...

Thanks to our partners and experts, we co-create activities that cover a large range of topics, from entrepreneurship development to creativity.

Our mission is to empower all types of entrepreneurs to innovate together: startups, corporates, SMEs, communities and public institutions.



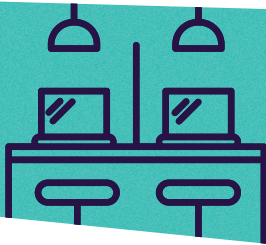
Get Out of The Building!

Are you in charge of promoting innovation in your organization? Are you helping teams collaborate, be more creative and enterprising?

GOTB, join **transforma bxl's** community!

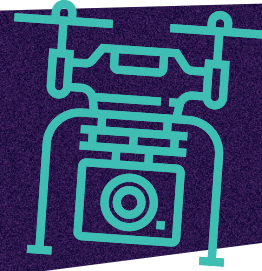
**TRANS
FORMA**
BXL

TRANSFORMA BXL IS ALSO...



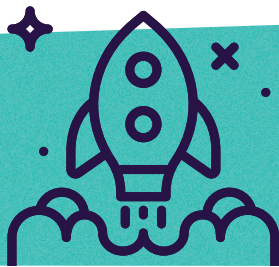
COWORKING

with a thriving community of entrepreneurs



MAKERS

Fablab and a Workshop space focused on IoT, VR and hardware innovation



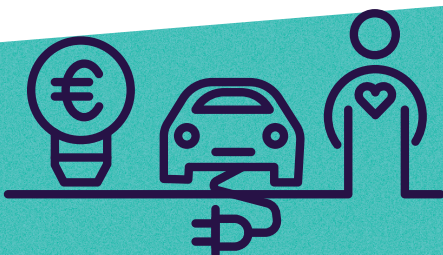
STARTUPS

Private offices, acceleration & incubation programs



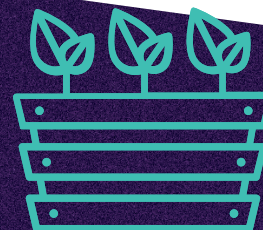
LOGISTICS AS A SERVICE

Connected Warehouse, eCommerce ready



CORPORATE INNOVATION

Co-creation & Intrapreneurship programs



EXPERIMENTATION SPACE

Blockchain, urban agriculture, podcasting & video studio



**You want to know more about our program and how it may
address the challenges faced by your team?**

Give us a call!

 Avenue Jules Bordet, 13 - B1140 Brussels

 community@transformabxl.be

 [+32] 487 54 85 60

 www.transformabxl.be

**TRANS
FORMA**
BXL