

NEW ECONOMIC MODELS AND VISION

Vision

The new technologies challenge the current economic models. Innovation is such that, today, it is quite simply impossible to imagine what the world will be like tomorrow.

However:

- **In an innovation approach, it is no longer enough to define strategic plans for the next 4 to 5 years (short-term).** Innovation initiatives are often limited to incremental disruptions, aimed at “digitalizing” already existing organizations and processes, with the goal of productivity and enhanced customer experience.
- **Collaborators need to plan ahead, to look to the longer term, as does also Senior Management,** to give meaning to their company and to innovation projects. The ability to define a vision and an ambition in the long-term has become, paradoxically, a challenge in an increasingly fast-paced world.

What is necessary is to introduce disruptive innovation (and not incremental innovation) into companies, **via four main economic models: factories, retailers, data makers, servicers.**

To this end, the key to success is to rely on the company’s intangible assets, i.e. its strengths and its ecosystem.

Beliefs

In a complex world of technological and societal disruption, we support our clients in defining their vision and ambition:

- Identification of the vision of companies, from their ecosystem and their intangible assets,
- Highlighting on human, societal and ecological impacts in strategic decision-making (long-term impact): job creation, human added value, societal impact (role in society), environmental impact,
- New business models: symmetry of intentions between customer/employee promises, co-construction of products and services, and employee career paths.
- Adaptations in terms of commercial efficiency and management, relational marketing practices, organization and governance.

Ultimately, a company's competitive advantage and sustainability will depend on its ability to align its own values, corporate and internal communication with its ambition, through an innovative business model and appropriate governance.





Philippe
AUTHER



Stéphane
BALIGAND



Olivier
CUISINIER



Charles
DEFFAINS

Howard Partners is above all a human adventure, that of 4 **co-founders**, coming from different renowned consulting firms, driven by a common vision and ambition, that of **autonomy, embodied by Howard Roark***.

“When an intuition is renewed, it’s more than an intuition, it’s absolutely a project”

Aude de Thuin
Founder of « Women in Africa »

A humanistic vision

The Howard Partners consultants have developed a profoundly humanistic vision and learnt to practice what they preach. They perceive new technologies as accelerators of an inevitable and profound societal transition.

An eminently holistic approach to problems

“Human Ahead” is proof of Howard Partners ambition to understand its customers’ projects in a holistic manner, i.e. by incorporating all levers, whether strategic, business, organizational or technological, with the goal of anticipating impacts on humans: collaborators, senior executives, shareholders, and citizens alike.

“Human Ahead” methodologies

Howard Partners develops methodologies, based on the know-how of leading consulting firms, while also incorporating practices derived from socio-dynamics and tools to identify and measure the impacts of decisions made by companies in terms of balance of power, wealth, environment, and society.

Howard Partners, a partner at the service of companies facing major issues due to technological and societal disruption:

- Support the societal transition of companies.
- Give new meaning to companies.
- Balance ethics and data.
- Turn regulations into opportunities.

Senior Advisors, sources of inspiration and innovation



Diana
BRONDEL



Denis
JACQUET



Céline
MAS



Thomas
SORREDA

Howard Partners, at the heart of an ecosystem, to respond to the complex issues facing senior executives:

- The Howard Partners consultants are proud of their profession and are working hard to support this “back to basics”. They regard themselves as **“orchestra conductors”**, i.e. people who understand the business issues facing senior executives, can pinpoint what’s “niggling” them, and **build “taylor-made” operational solutions** by activating a multitude of skills.
- To that end, Howard Partners leads an **ecosystem of experts**.

Benchmarking



Ideation and Gamification



Technological Innovation



Training and Coaching



*What’s behind the name?

Howard Roark, the main character in the novel “The Fountainhead”, was an architect living in New-York at the turn of the 20th century. Passionate about his profession, he embraced his own vision of a new way to build, going against current trends. Reaping the full benefits of the advent of reinforced concrete, his works are described as innovative.

