

ada{6}

Digital Inspirit

ada{6} instills a culture of digital innovation

{ What we know

At work

70%

of digital projects are not completed properly (time, budget, operations)

20%

never even begin

Key factor: peoples' **resistance to change**

Lack of knowledge → Fear of the unknown

Lack of ability → Loss of power

Unwilling → Uncertain future

Companies that focus on **culture shift and capacity building during** a transformation phase are

2.5 X more likely to succeed

McKinsey, 2020

{ Opportunities

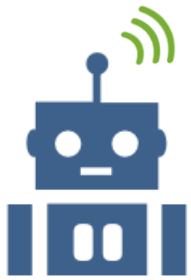
To re-invent themselves and face the change driven by today's tech giants and startups, large enterprises need to put people back in the heart of digital transformation and innovation.



- 1 Reduce fear around lack of technical skills
- 2 Make technology friendly
- 3 Boost agility
- 4 Facilitate change

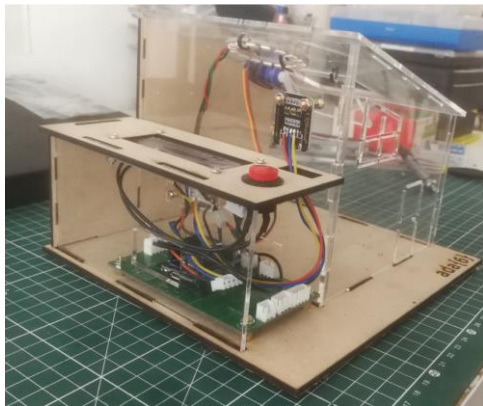
{ The ada{6} solution

Tangible and digital learning tools Hands on project-based learning for digital innovation



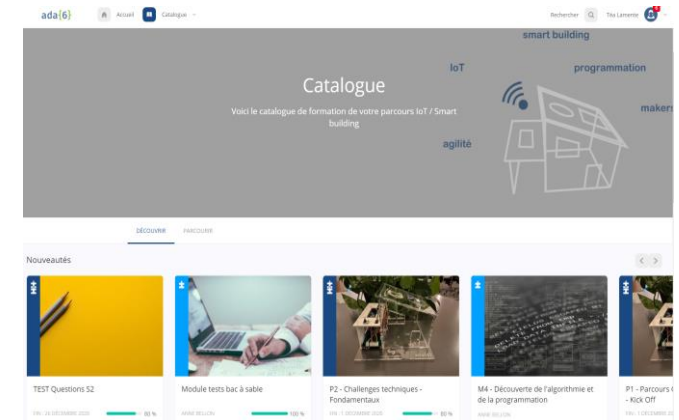
Connected
object

- Materializes the link between the physical and digital worlds
- Enables a better understanding of the impact of digital technology on particular sectors or business activities its sector of activity or business
- Customizable to any industry



Community-
based platform

- Develops digital culture and literacy
- Encourages collaboration and sharing
- Fosters agility and social learning
- Facilitated by a coach



{ Our learning principles



Experimental Approach

- Build the object in a small group
- Practice an IoT project
- Test & learn
- Interact with the object in real time
- Envision possible real-world applications



Objet connecté



Coaching

- Certified ada{6}
- Intro to agile learning techniques
- Guide learning without giving answers
- Encourage equal group participation
- Facilitate peer learning

{ What do our participants say?

“It’s so practical and hands-on—we built the object ourselves and then the rest of the challenges began!!” **Isabelle**

“I can’t believe I was able to create a computer program, I’ve always been terrible at math!” **Julie**

“Working with the object really helped me understand digital tech in my industry as well as what I can bring to the table.” **Julien**

“We learn faster by working in teams, we learn a lot from each other and though it’s not always straightforward it’s a very interesting way to learn.”

Guillaume

“At first I was hesitant about how we would make decisions as a group. I wasn’t used to doing that and I stood on the side-lines for for a few minutes. Then the group’s energy and fun of the experience took over and I felt proud when we succeeded as a team!” **Martin**

{ Conclusion

With the use of our tools, we give businesses the keys to digital transformation. We are confident that many will join us in discovering their agility and ability to embrace change

~~Lack of knowledge → Fear of unknown~~

~~Lack of ability → Loss of power~~

~~Unwilling → Uncertain future~~

Thank you

And our partners and mentors



Philippe Lacroix
Directeur Associé,
Co-fondateur

{ Who we are



Bertrand Micheau

Sales, Finance

20 years in strategy,
commercial leadership, partnerships
SCC, Econocom, Azeo
MBA London Metropolitan University

| | |
|----------|------------------------|
| Strategy | Sales |
| Finance | Digital Transformation |



Anne Bellon

Marketing/Communications & Partnerships

20 years in strategy & marketing IT,
sales enablement, partnerships
T-Systems, Cisco, Alcatel, Econocom, CFAO
Master Burgundy School of Business

| | |
|--------------|------------------------|
| Strategy | Marketing |
| Partnerships | Digital Transformation |

Get in touch

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