

**EPO2**





מחשבה cycle

#digitalmindset



**PREVIOUSLY**


**in 180 sec**

**NO LIMIT**





Menu Recherche HERMÈS PARIS Compte Panier



**PAPRIKA BRASIL  
EAU DE TOILETTE**

230 €

Paprika Brasil, l'eau de toilette inspirée du paprika et du sucre de canne, vous fait voyager.

Disponibilité: 122

Ajouter au panier



Google

par au dd

AI Images Videos News Maps More

About 2,030,000 results (0.45 seconds)

Tip: Search for English results only. You can specify your search language in FR

**Au DD**

1 titre de PNL

**Paroles**

Au DD  
 J'ai passé, la soirée, le pe-cou, et vi-sser des regrets devant ton bébé  
 J'ars de chez toi, j'reprends ta voiture mal garée puis j'retine ton PV  
 J'cherche un billet, des affaires, des plans dans la planque, un peu trop peiné...

Source : Muskrat





Choose a ride, or swipe up for more



**PNL** 👤 4

**0,00 €**

10:56 à destination



**Pool**

**8,88 €**

11:01-11:13

~~10,70 €~~



**UberX**

**11,11 €**

10:55

~~13,38 €~~









ARTISTE : DAMSO  
TITRE : QALF  
DURÉE : 48'08



CD QALF  
€12,99

RECOMMANDER

A PROPOS

CD  
Damas

LEON

Her Last Days  
Paroles de confidant

# QALF







# NON-INTERMIT







OCT  
2020

# DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT **ADULTS** **USERS AGED 18 TO 49** SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

USING THE  
INTERNET



6H 55M

USING  
SOCIAL MEDIA



2H 29M

WATCHING  
TELEVISION



3H 29M

LISTENING TO MUSIC,  
STREAMING SERVICES



1H 34M

USING A  
GAMES CONSOLE



1H 14M

Source: eMarketer, "U.S. Adults Spend 6.9 Hours a Day on Media, Up From 6.5 Hours in 2019," <https://www.emarketer.com/Article/US-Adults-Spend-6.9-Hours-a-Day-on-Media-Up-From-6.5-Hours-in-2019/0340200>, 10/1/2020.

we  
are  
social

Hootsuite

OCT  
2020

# PLATFORMS USED FOR COMMUNICATION AT WORK

PERCENTAGE OF SURVEY RESPONDENTS WHO USE EACH KIND OF PLATFORM TO COMMUNICATE WITH OTHER EMPLOYEES AT LEAST ONCE PER WEEK

EMAIL



92%

MESSAGING SERVICES  
E.G. WHATSAPP



79%

COLLABORATION  
TOOLS (E.G. SLACK)



73%

VIDEO  
CALLS



71%

SOCIAL  
MEDIA



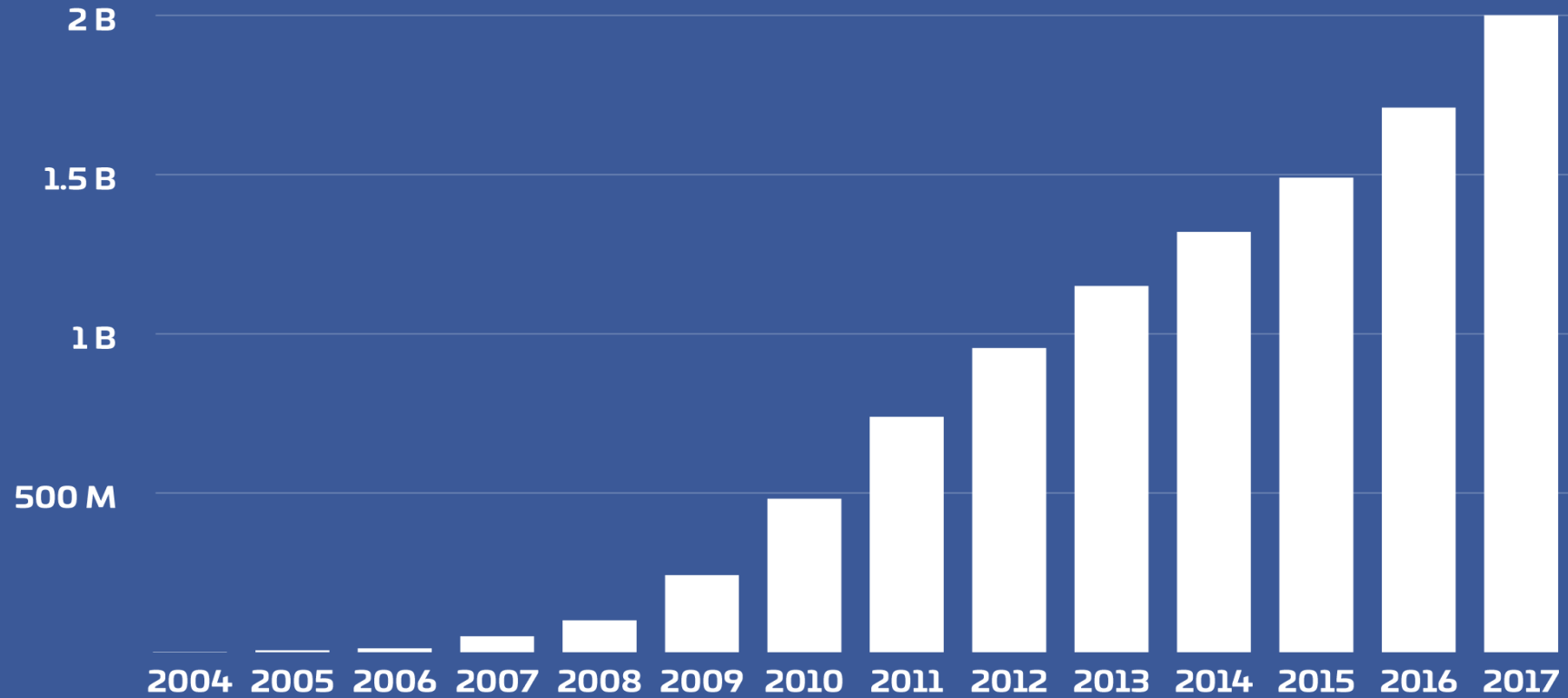
66%





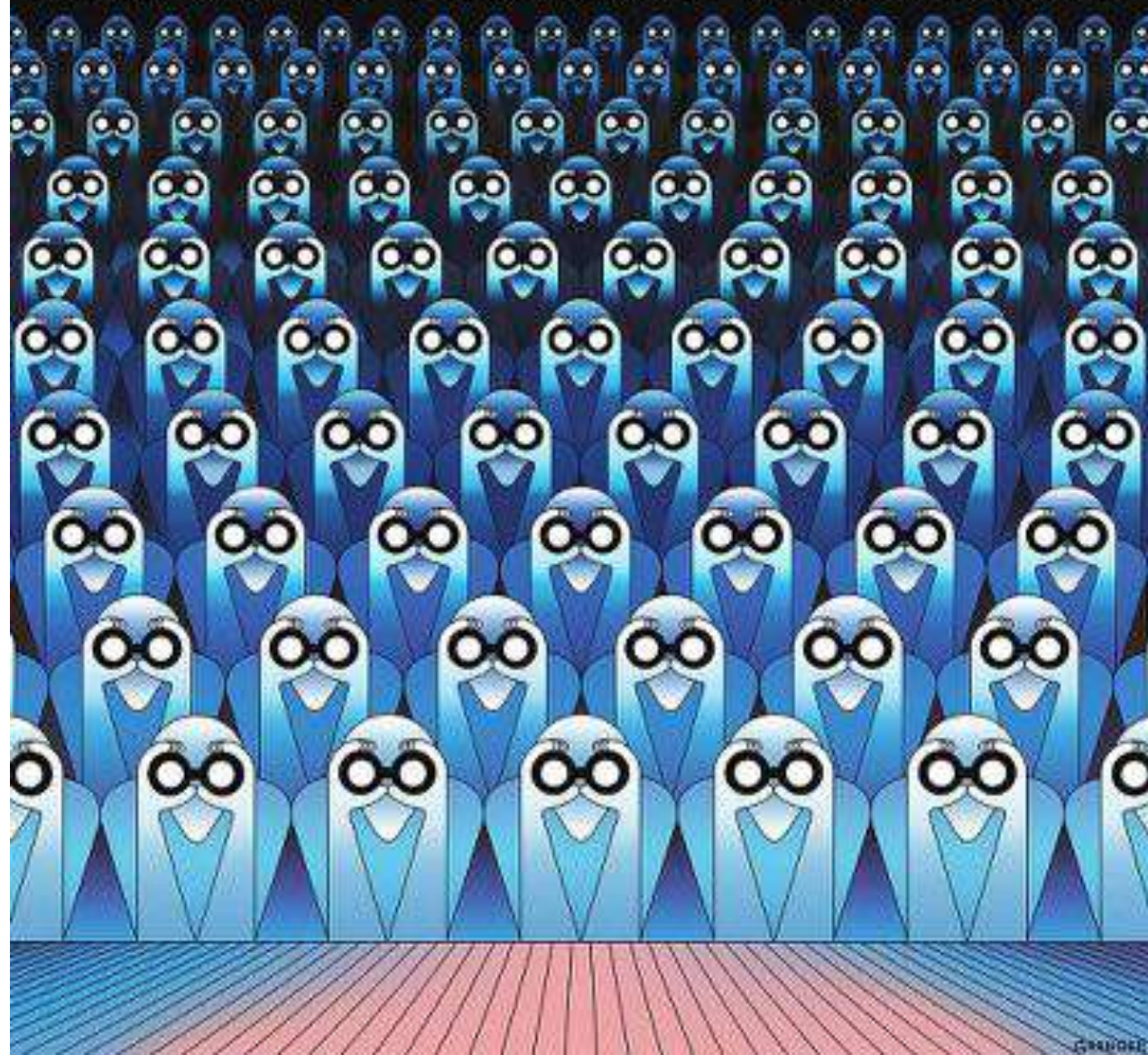
# FACEBOOK MONTHLY ACTIVE USERS

## JUNE 2017





# JEAN MICHEL JARRE EQUINOXE



JEAN-MICHEL JARRÉ

JEAN-MICHEL JARRÉ



EQUINOXE PROJECT

OXYGENE TRILOGY

2017-2018-2019 EDITION













**La réaction ou la sur-réaction  
provoque l'effet contraire :  
une diffusion de masse**

**effet streisand**

**Clément Viktorovitch : L'effet  
Streisand**

**<https://youtu.be/2gycx6lTHEw>**





Black Mirror  
NOSEDIVE (S03E01)  
Entire History of you (S01E03)  
Credit Social : note de confiance







## Social Selling Dashboard



**Hubert Kratiroff**

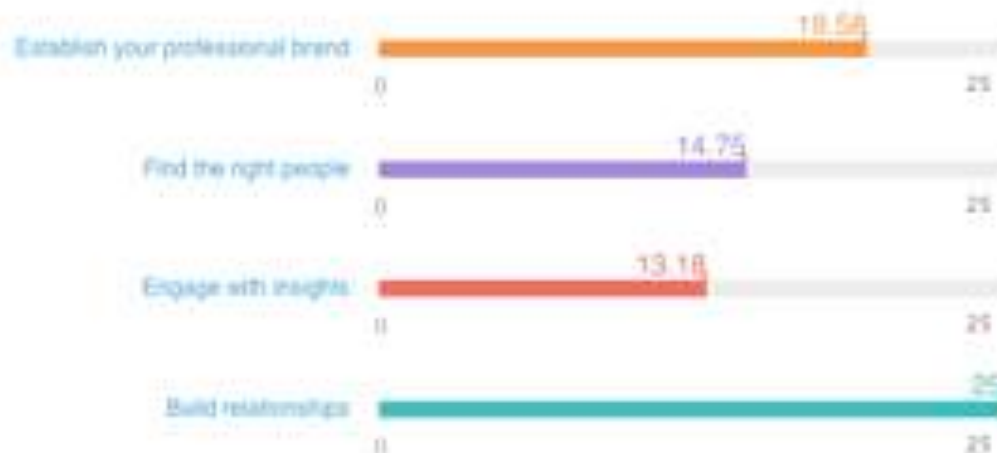
CDO at CX-convers,  
MyConnecting, GEM / DEV &  
public speaker

Top 2%  
Industry SSI Rank

Top 5%  
Network SSI Rank

### Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



## Weekly Social Selling Index



LinkedIn

### People in your Industry



Sales professionals in the Computer Software industry have an **average SSI of 33**. You rank in the **top 3%**.

⬆️ Up 11% since last week

### People in your Network



People in your network have an **average SSI of 42**.

You rank in the **top 5%**.

⬆️ Up 14% since last week

# Measure your sales success with Social Selling Index

Sales Navigator can boost your Social Selling index by 20%

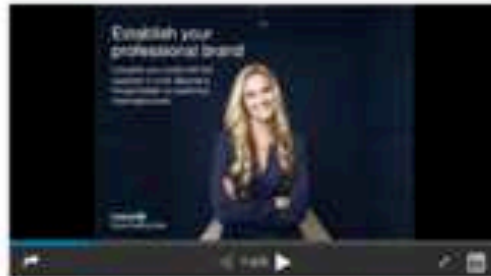
Learn more

Get your score free



## Four elements of social selling

LinkedIn measures your social selling efforts. Here's what adds up to your score and ways to improve them.



### 1. Establish your professional brand

Complete your profile with the customer in mind. Become a thought leader by publishing meaningful posts.



### 2. Find the right people

Identify better prospects in less time using efficient search and research tools.



### 3. Engage with insights



### 4. Build relationships





8,659 views

3 reshares



39 people from Groupe Renault viewed your post

Econocom	29
Orange	27
Safran	18
Airbus	17
Thales	16
EDF	16
Orange Business Services	16
SNCF	15



358 people who have the title Salesperson viewed your post

Project Manager	211
Manufacturing / Mechanical Engineer	128
Student / Intern	126
Consultant	110
Founder	107
Public Relations Specialist	103
Marketing Specialist	101
CEO / Executive Director	91



1,771 people viewed your post from Paris Area, France

Lyon Area, France	475
Toulouse Area, France	131
Grenoble Area, France	131
Marseille Area, France	79
Lille Area, France	74
Montpellier Area, France	58
Nantes Area, France	54
Bordeaux Area, France	49



**LinkedIn  
SSI**



NO LIMIT







2017天猫双十一全球狂欢节

天猫双十一全球狂欢节  
¥168,269,635,159  
825,386,927,848

11.11





# 2018 天猫双11全球狂欢节

因为相信 所以看见

www.tmall.com

## ¥213,550,497,011

人民币

213,550,497,001 Chinese Yuan equals

30,685,177,689.3

2 United States  
Dollar

Nov 12, 8:21 AM UTC Disclaimer



213550497001

Chinese Yuan\*

30685177689.32

United States\*

2018 天猫双11全球狂欢节

因为相信 所以看见

www.tmall.com

24:00:00

2018年天猫双11

成交额

# 2135

亿



38  
billiards \$

24:00:00

2684.4 亿

2019年天猫双11成交额

The GMV of 2019 11.11 Global Shopping Festival has surpassed RMB 268.4 billion

所有不可想象，终将化作寻常；我们相信“相信”，一切都是新的。

What was once unimaginable will become the new normal. We trust in "Believing". A new journey begins.

天猫双11全球狂欢节 成交额突破2684.4亿元



# 74 milliards en 1 jour

## 2020 天猫双11 全球狂欢季

2020 天猫双11 全球狂欢季 (11.1-11.11)

成交额 **4982 亿**

\$74.10 billion

GMV generated in US\$

AS ONE INTERNATIONAL IS SERVICE PROVIDER FROM

31766 个海外品牌

105 个产业成交破 1 亿元

210 万线下小店参与

覆盖 1406 个县域的 41 万款农产品

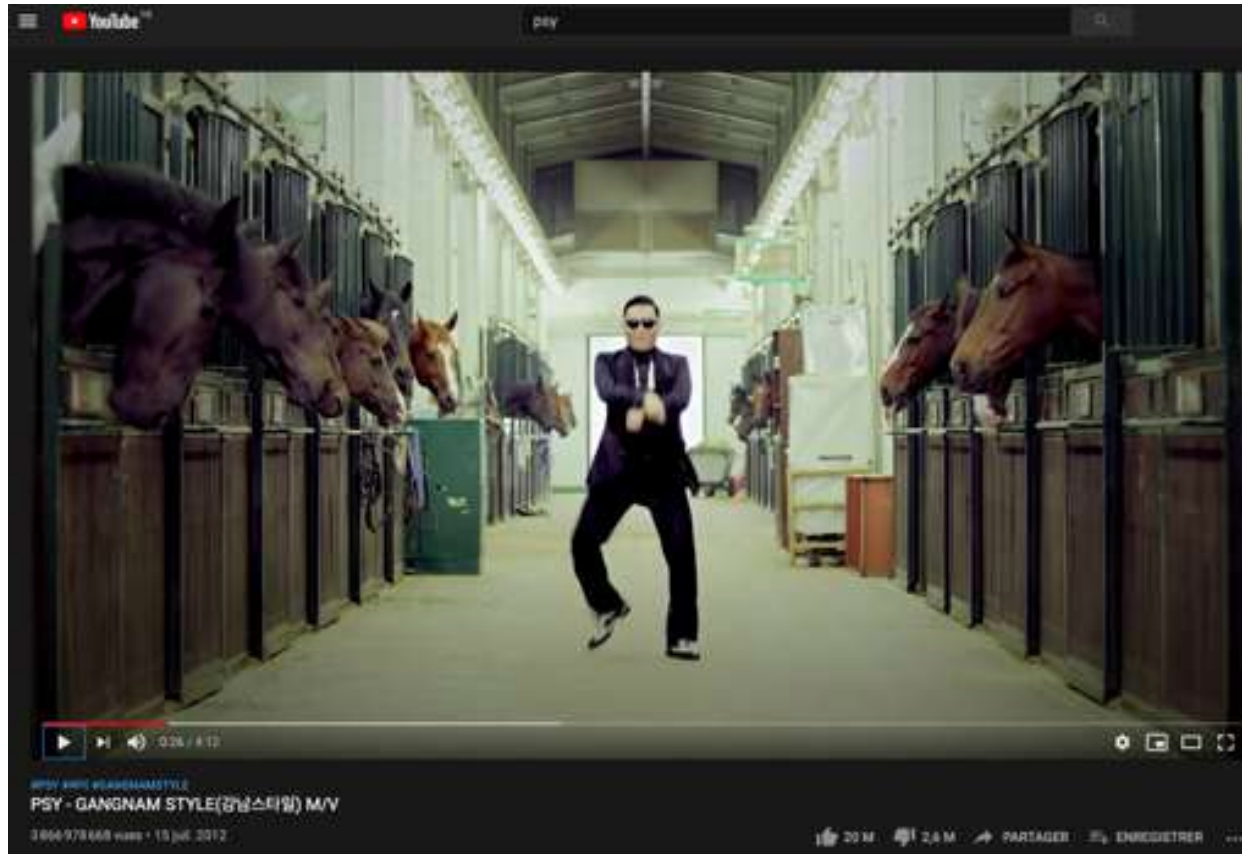
38 万个来自贫困县的店铺加入

直播交易额 15 万亿元

天猫双11 全球狂欢季 11.1-11.11



PSY 3,9 milliards de vues  
YouTube : 5M€ de droit +





# Baby Shark



0:10 / 2:16



Bébé Requin Danse | Chante et danse! | Animal Songs | PINKFONG Chansons pour les enfants

7 256 176 834 vues - 18 juin 2016

22 M 10 M PARTAGER UNREGISTERED

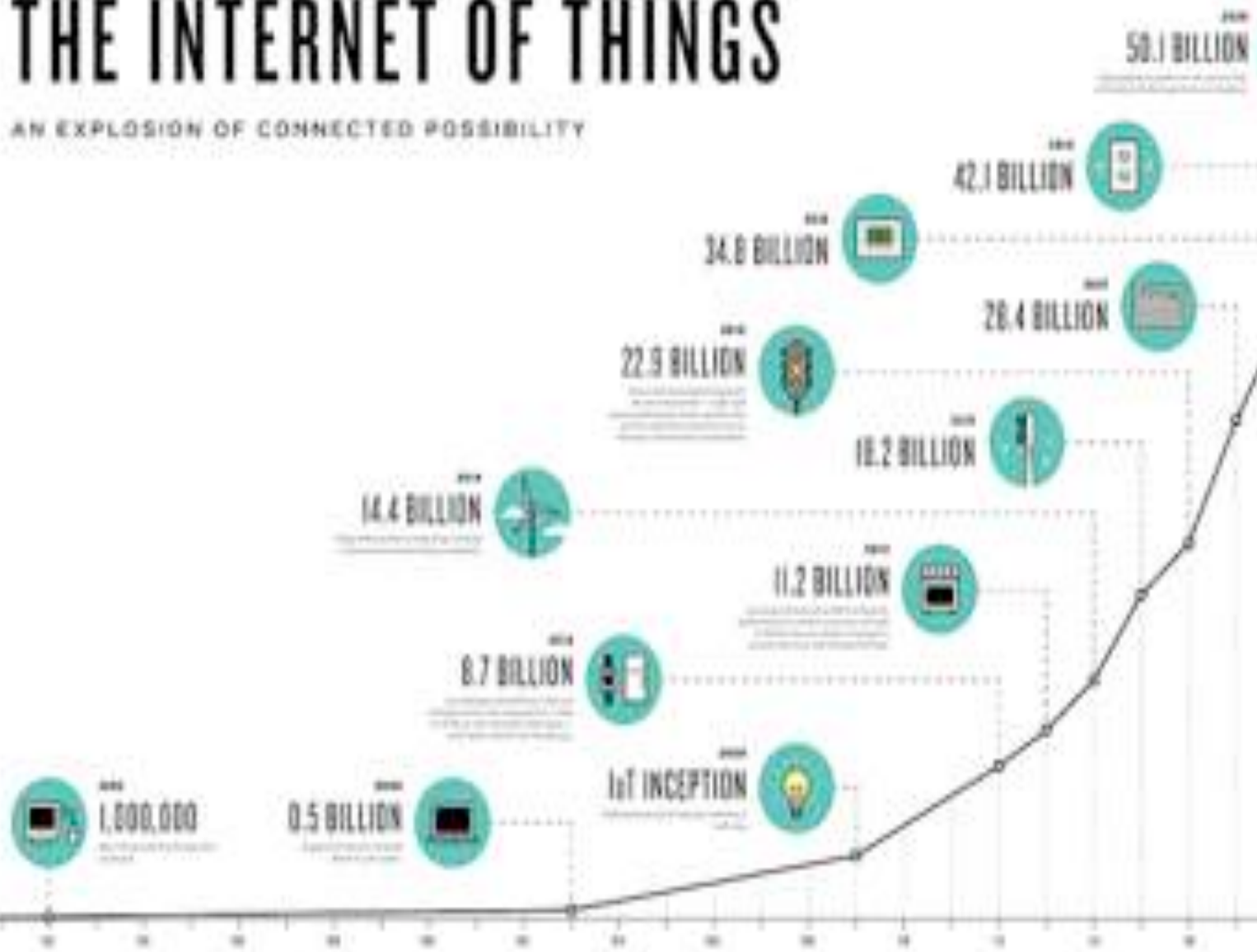
NO LIMIT





# THE INTERNET OF THINGS

AN EXPLOSION OF CONNECTED POSSIBILITY





# momentum IOT

## Objets connectés

<b>Gartner</b>	=	<b>25</b> milliards d'objets
<b>Cisco</b>	=	<b>50</b> milliards d'objets
<b>Intel</b>	=	<b>200</b> milliards d'objets



**KEEP  
CALM  
AND  
THINK  
BIG**



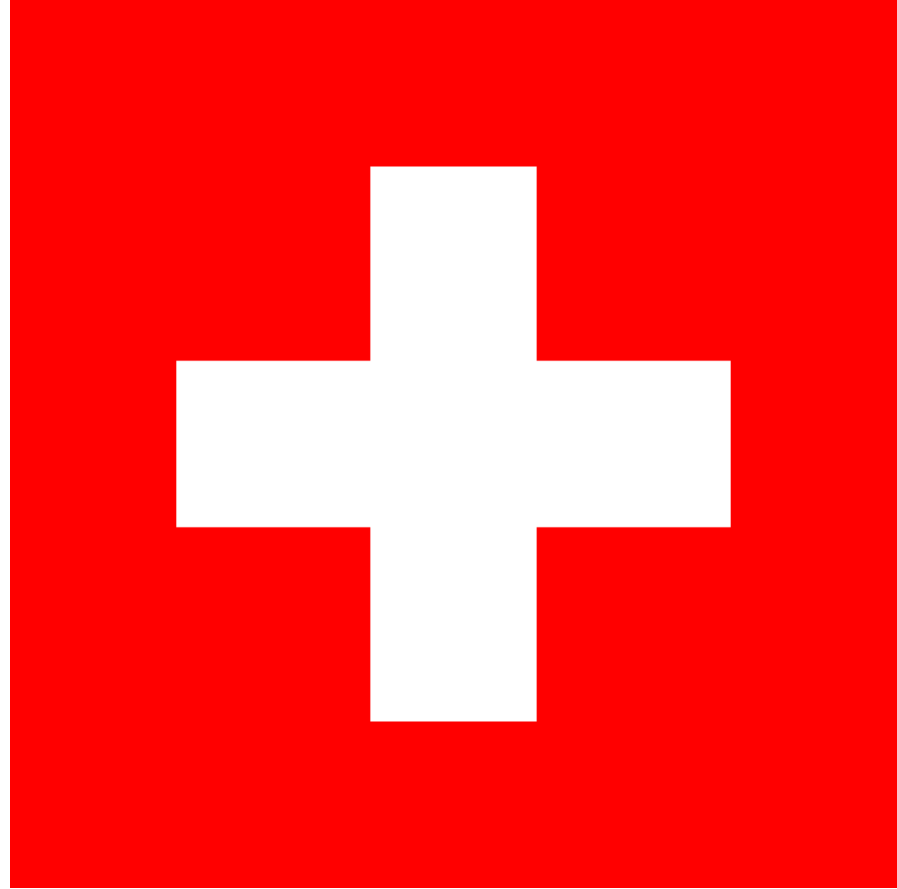
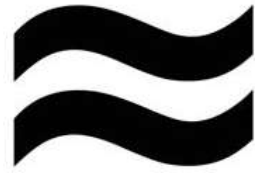


# omentum





**ROLEX**



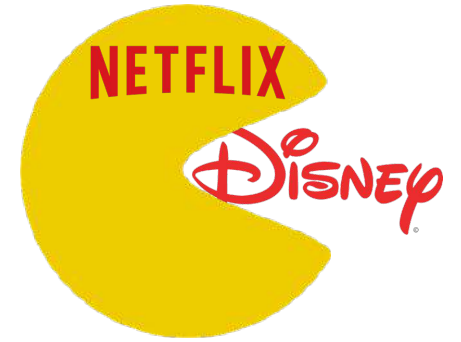


NETFLIX

NETFLIX



Disney





Ranking	Banking Group	Market Capitalisation (USD bn)
1	JP Morgan	388
2	ICBC	330
3	Bank of America	315
4	China Construction Bank	270
5	Wells Fargo	268
6	HSBC	198
7	Agricultural Bank of China	200
8	Citi	183
9	Bank of China	180
<b>10</b>	<b>Ant Financial</b>	<b>150</b>
11	China Merchant Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	BNP Paribas	90
15	Goldman Sachs	91
16	Sberbank	84
17	Unicredit	50
18	Barclays	47




# Elon Musk dévoile un premier aperçu de la version test du Starship





# Les Nouvelles économies



	2006	Brand Value 2006 \$MIL.	2017	Brand Value 2017 \$MIL.
1	 Microsoft	62,039	 Google	245,581
2		55,834		234,671
3	 Coca-Cola	41,406	 Microsoft	143,222
4	 中国移动 China Mobile	39,168	 amazon	139,286
5	 Marlboro	38,510	 facebook	129,800
6	 Walmart	37,567	 AT&T	115,112
7	 Google	37,445	 VISA	110,999
8	 IBM	36,084	 Tencent INC.	108,292
9	 citi	31,028	 IBM	102,088
10		30,201	 McDonald's	97,723



**G** GAFA

*MSH*

**NATU**

*BEY*

**BATX**

*BDH*

**G**





Ten  
cen  
↑ 腾讯



B

A

T

X

THE WORLD LEADER IN ONLINE TRAVEL &amp; RELATED SERVICES

B.

Booking.com

The global technology leader in connecting travelers with the world's choice of hotels, apartments & more.

p

Priceline

Offering the best in price and choice from their dynamic brands in hotels.

K

KAYAK

The world's leading travel search engine and platform to help people experience the world by ensuring their flights, hotels and more.

a

Agoda

A global online accommodation reservation provider, a technology innovator and a highly-awarded customer leader in the heart of Asia.

P

Pomax.com

The world's largest online car rental service.

O

Opentable

The world's leading provider of online restaurant reservations.

**GAF**A

Google Amazon Facebook Apple Microsoft Salesforce Huawei

*MSH*

**NATU**

Netflix Airbnb Tesla Uber Booking Expedia Yandex

*BEY*

**BATX**

Baidu Alibaba Tencent Xiaomi Bytedance DJI Hikvision

*BDH*



Qui disrupte  
les BATXBDH ?



	BookMarket	believe		BlaBlaCar	BLADE	Cityscoot	
	DEVIALET	Doctolib	Oevaneos	FINALCAD	FRICHTI	HomeExchange	HRPath
	ivalua			Ledger		meero	MIRAKI
		DVH	PayFit	recommerce		Shift Technology	sigfox
TALENTSOFT	VadeSecure	Veepee		Voodoo	wynd		







**amazon**

The Amazon logo consists of the word "amazon" in a bold, black, lowercase sans-serif font. A curved orange arrow starts under the letter 'a' and points to the right, ending under the letter 'z'.

  
**Alibaba Group**

The Alibaba Group logo features a stylized orange icon above the text "Alibaba Group". The icon is a continuous orange line that forms a shape resembling a hand holding a gift, with a registered trademark symbol (®) to its right. The text "Alibaba Group" is written in a bold, orange, sans-serif font.

  
**JUMIA**

The Jumia logo features a stylized shopping cart icon in dark grey. Inside the cart is an orange circle containing a white five-pointed star. Below the cart are two dark grey circles representing wheels. The word "JUMIA" is written in a bold, black, uppercase sans-serif font below the icon.



## Are you looking for a full-time or part-time job in San Francisco?

Signup to shop with Instacart and become your own boss instead. Choose between being a [Full-Service Shopper](#) or an [In-Store Shopper](#) and start making great money on your own schedule. Enjoy the flexibility of choosing when, where, and how much you earn.

# instacart

Shop from these popular stores near San Francisco



Andronico's  
Community  
Markets



Bi-Rite Market



Costco



CVS Pharmacy®



Falletti Foods



Gus's Community  
Market

## Why become an Instacart Shopper?



### Earn extra money shopping for others

As a shopper, you go to the grocery store like normal, except you're getting paid to shop for others.



### Work whenever it works for you

With no set hours or days, you can shop as much or as little as you want, anytime you want.

ed ag water  
food legal civic  
mar TECH insur  
green med  
ad fin deep



economics

GIG

expectation  
new

blue

sha | ring

micro

macro

offre

economy

gift

platform

nudge

market

barter

collaborative

neuro

attention

*intelligence*

law

funding

sha | ring

**crowd**

marketing

**power**

**lending**

**collaboration**

**sourcing**

# Key TakeAways

ce qu'il faut retenir



nolimit  
exponential  
mindset

“  
J'aime dire que la  
transformation  
digitale est finie.  
”

**Aurélien Jean**

LP CEO et Fondatrice  
In Silico Veritas, LLC



*Preface*

ZERO TO ONE

EVERY MOMENT IN BUSINESS happens only once. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. And the next Mark Zuckerberg won't create a social network. If you are copying these guys, you aren't learning from them.

Of course, it's easier to copy a model than to make something new. Doing what we already know how to do takes the world from 1 to  $n$ , adding more of something familiar. But every time we create something new, we go from 0 to 1. The act of creation is singular, as is the moment of creation, and the result is something fresh and strange.

THE INTERNATIONAL BESTSELLER

ZERO

TO

ONE

NOTES ON STARTUPS,

OR

HOW TO BUILD THE FUTURE

PETER THIEL

WITH BLAKE MASTERS

"That rare thing: a concise, thought-provoking book on entrepreneurship" THE TIMES

2012-2014

Peter Thiel

PayPal

FB, spaceX, LinkedIn



Les **3** étapes de toute

Innovation / rupture / révolution

**1** Utopiste / étrange / ridicule

**2** Impossible / dangereux

**3** Évident / simple

Thiel / Aberkane



#newWORLD



qrcode-monkey.com



QrCode

Tout le groupe doit savoir faire les 6 étapes

1/ trouver un PDF sur internet

2/ copier l'url du PDF

3/ tester l'url

4/ coller l'url dans qrcode-monkey

5/ télécharger le qrcode

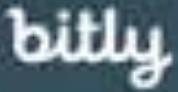
6/ coller le qrcode dans le chat pour test

QrCode





# URL shortener



LINK MANAGEMENT

ENTERPRISE

RESOURCES

BLOG

LOGIN

SIGN UP

GET ENTERPRISE

# HARNESS EVERY CLICK, TAP AND SWIPE.

Brand, track and optimize every touchpoint with Bitly, the world's leading link management platform. [Learn More →](#)

Paste a link to shorten it.

SHORTEN

GET STARTED FOR FREE

or [Go Beyond the Basics →](#)



ACT THINK **IMPACT**





LINKEDIN SSI

# LinkedIn SSI : Social Selling Index

- 1/ Calcul de votre SSI [www.linkedin.com/sales/ssi](http://www.linkedin.com/sales/ssi)
- 2/ Profil complet
- 3/ Photo + Background + URL
- 4/ Résumé + CV



The image shows a LinkedIn profile page for Hubert Kratiroff. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. A search bar is on the left. Below the navigation bar, there is a banner advertisement for Linx: "WANTED - iOS Developer (f/m/x) wanted to shape the future of mobile banking".

The profile header features a circular profile picture of Hubert Kratiroff, a blue banner image, and a red and white logo for "Conservatoire National des Arts et Métiers". The name "Hubert Kratiroff" is displayed, followed by his title "CDO at CX-convers & public speaker" and location "Neuilly-sur-Seine, Île-de-France, France - 500+ connections".

Below the header, there are three buttons: "Open to", "Add profile section", and "More...". There are also two promotional cards: "Show recruiters you're open to work" and "Share that you're hiring and attract qualified candidates".

On the right side, there is a sidebar with two main sections. The top section is titled "Edit public profile & URL" and "Add profile in another language", with a red arrow labeled "3" pointing to the "Edit public profile & URL" button. Below this is an advertisement for Linx: "Get the latest jobs and industry news" with a "Follow" button. The bottom section is titled "People you may know" and shows a suggestion for "Laura Populo".

Three red arrows are overlaid on the image: arrow "1" points to the profile picture, arrow "2" points to the blue banner image, and arrow "3" points to the "Edit public profile & URL" button.

2

1

3



# Social Selling Dashboard



**Hubert Kratiroff**

CDO at CX-convers,  
MyConnecting, GEM / DEV &  
public speaker

Top 2%

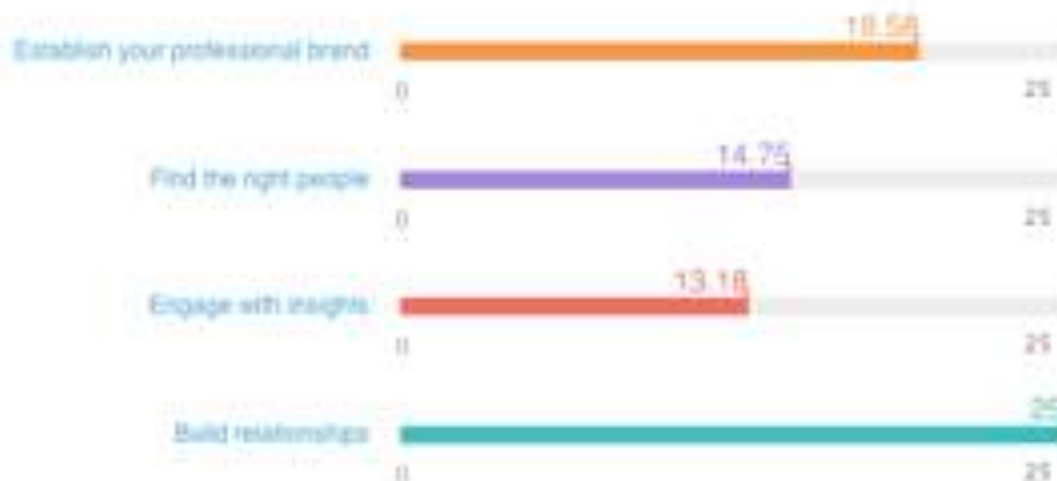
Industry SSI Rank

Top 5%

Network SSI Rank

## Social Selling Index – Today

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CLIENTS

# NPS / CSAT

- 1/ trouver un site / une app pour poser les deux questions NPS ET CSAT (google form / survey monkey / SLIDO / MS Form)
- 2/ ouvrir un compte gratuit si nécessaire
- 3/ formuler les 2 questions
- 4/ copier les liens de partage
- 5/ coller les liens dans le Chat de Teams pour test



NEW NORMAL



NEW IMMO

trouver les traductions  
et définitions des  
termes suivants. Puis  
vous évalueriez l'impact  
de ces tendances sur  
le secteur

New Normal

Post Covid

Tiers-lieux

CoWorking

CoLiving

CoHoming

Business Park

Remote Work

**EPOS3**