



Press release
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**Immersion in a start-up for executives and leaders of large corporate groups and intermediate-sized businesses:
EMLYON Business School is turning education on its head with the Innovation for Growth programme**

With the Innovation for Growth scheme, EMLYON Business School offers an Action Learning experience focused on innovation. This training course, with its highly original approach, is aimed at large corporate groups and intermediate-sized businesses that want to boost the impact of their investment in innovation. Employees are re-energised by their experience in innovative start-ups.

Assigned to new technology start-ups, the participants are at the heart of the action, faced with a challenge that is often new to them and a complete departure from their normal environment: how to sustain company growth by adopting an optimistic posture, despite limited resources?

Participants are divided into teams to experience life within a start-up for six months. Their mission is to make a concrete contribution to a development challenge presented to them and directed by the founder of the host company.

The course is made up of short, targeted training modules throughout the six-month placement in the company. These modules provide participants with a protocol for interacting with start-ups and a work method that results in feedback delivered in the form of concrete proposals to the Management Committee.

The objective for the participants is to take inspiration from exposure to frugal innovation practices and to experiment with flexible managerial relationships, putting their new ideas and energy to work in transforming their own company.

For Dr. Guillaume Soenen, strategy professor at EMLYON Business School and the creator of the programme, what sets the **Innovation For Growth** experience apart is its "educational motivation". The programme is based on 4 fundamental principles that are a new departure from the traditional immersion schemes and approaches to innovation training: decentralisation, readiness for action, reflexivity and team work.

Bouygues Telecom is the first company to offer this innovative educational scheme to its high-potential employees thanks to the EMLYON Business School.

For more information:
www.executive.em-lyon.com/en/innovationforgrowth



EML Executive Development is EMLYON Business School's continuing education division. The school has been offering training for executives and leaders for more than 30 years. Its goal is to develop agile, responsible managers in a changing world, for a positive impact on the performance of companies and on the ecosystem at an international level. Each year, more than 5,500 managers and leaders take EM Lyon courses in Lyon, Paris and Shanghai.

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