

i3S group Presentation – Interview Michel Picaud

Michel Picaud, Assistant Managing Director, International Operations.

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What exactly is the i3S group?

i3S is an abbreviation for "**international Solutions and Services Support Group**", which is a "support team for international training projects in the field of Solutions and Services". This team, made up of members from different subsidiaries of the Demos Group, is led by Sean Craig and focuses on managing major global training projects and their implementation by teams from Demos subsidiaries.



In a challenging economic climate, what are the advantages of rolling out solutions on a global scale?

Many companies have a true international culture and want to roll out similar corporate training sessions across their different offices, that are appropriate to the local environment and culture.

Some of the themes and objectives of these global training sessions include specific programmes to increase the expertise of new managers (leadership and development), improve the efficiency of sales employees, help buyers to develop their negotiation skills, help performance improvement and facilitate behavioural change. Each programme is designed depending on the requirements of the company and must deliver both business and employee value.

We use a tried and tested **five-phase methodology** that ensures success: after a consultation phase, the learning programme is designed in partnership with the client at



both corporate and local level (research and engagement phase) before the design phases involving materials, development and roll-out.

Key factors of a successful programme include the need for a clearly defined governance structure and an assessment and monitoring system focused on continuous improvement.

What are the main issues facing global training projects today? What are the solutions?

Our clients face multiple issues including aligning the quality of training sessions as well as ensuring a consistent teaching approach between all subsidiaries while respecting the culture and local regulations.

Tried and tested processes are in place to provide a framework for the entire global training project:

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- **The International Client Director** works together with the client at corporate level and helps to define the global training strategy.
- **The Local Client Manager** is responsible for managing relations with the client at local level to ensure their specific requirements are taken into account.
- **The design team manager** assumes control and responsibility of the programme design and ensures corporate and local requirements are met.

- **The training team manager**, working with the client, ensures seamless integration of training teams, guaranteeing quality and fit.
- **The Shared Service Centres** are responsible for providing back office support. These centres follow streamlined processes and systems and produce reporting on key metrics to contribute to strategic decision-making.

This model of governance is based on a quality process which not only ensures that training is always in line with the company's requirements but also contributes to performance improvement and creates value for the individual.

Tell us about the Demos global network?

The Demos Group now has subsidiaries across **five continents and 14 countries** (France, United Kingdom, Germany, Spain, Portugal, Belgium, Switzerland, Poland and Czech Republic – Europe;

United States – America; Morocco and Algeria – Africa; China – Asia and Australia – Oceania).

Our network of approximately 3,000 global associate trainers makes it possible to quickly roll out training sessions in English, French or local languages in over 80 countries.

CONTACT



Michel Picaud

Assistant Managing Director,
International Operations.

michel.picaud@demos.fr