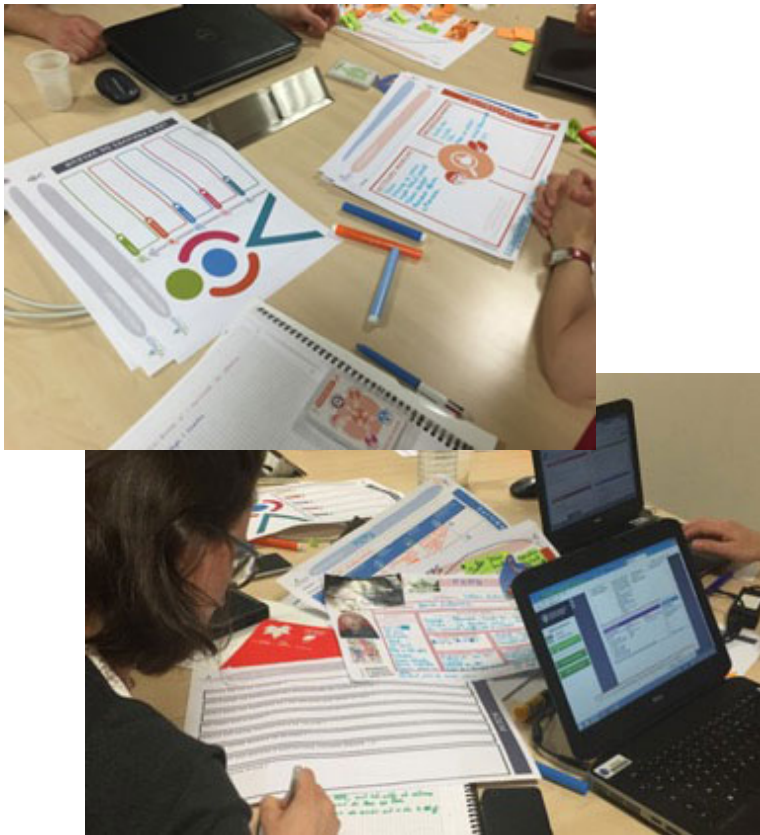


# CASE STUDY: FOSTER INNOVATION CULTURE



Pierre Fabre



## CHALLENGES

The R&D division aims to support this change by both instilling a new dynamic, a new culture, with a strong 'intra-preneurial' dimension and empowering internal teams by providing them with practical innovation tools.

In particular, its objectives include:

- creating a new culture, more open to external influence and the market in a shared language,
- allowing team members to acquire new skills so that they can propagate their innovative ideas and manage projects,
- standardising working methods and developing an efficient innovation process to bring innovations to market.

## OUTCOMES with Vianeo solutions:

- ✓ Ideas are quickly validated or thrown out
- ✓ Managers are ready to act on complex, uncertain innovation projects
- ✓ Results of projects explored in training can be immediately used