

# Training Program

## Market Intelligence and Growth Markets

Version 2.2 September 2024

**Duration: 1 day / 7 hours**

**In-house training fee: €2,400 excl. VAT for a group of up to 12 people**

**Open training fee: €650 excl. VAT per person**

### OBJECTIVES

To enable executives, managers, and teams in charge of ecological transformation and business development to master the necessary tools and frameworks to identify new growth drivers and understand the sustainable markets that will have high growth potential in the coming years.

### TARGET AUDIENCE

Executives, managers, and teams responsible for ecological transformation and development within operational and functional departments such as Marketing, Strategy, and Innovation.

### PREREQUISITES

No prerequisites required.

### TOOLS AND PEDAGOGICAL METHODOLOGY

- Preliminary discussion prior to training with feedback on the client's needs.
- End-of-day discussion to gather feedback from participants.
- Immediate evaluation at the end of the training, debriefing on any discrepancies, and addressing points raised.

### TRAINING SUPPORT MEANS

GOTOIMPACT is committed to tailoring each training to meet the real needs of participants. The training is based on an active pedagogical approach, including practical and personalized exercises that allow for real-time learning. The pedagogical method alternates between theoretical and practical presentations.

- Video projection.
- Course material provided to each participant.
- Practical exercises

### TRAINING LOCATION

This training can be conducted in person for in-house sessions or remotely via a connection from your computer or smartphone.

### REGISTRATION PROCESS AND ACCESS TIME

Registration via our training agreement: at least 15 days before the start of the session.

### CONTACTS

Telephone: +33.6.07.38.24.21

Mail: [gerald.sezille@gotoimpact.com](mailto:gerald.sezille@gotoimpact.com)

### ACCESSIBILITY

If you have a disability, please contact our disability representative, Mr. SEZILLE, at 06.07.38.24.21 to adapt the training to your specific needs as best as possible.

## **PROGRAMME**

**Mastering our tools and market intelligence frameworks to identify and evaluate sustainable growth drivers**

**Sustainable market analysis model.**

**The contribution of generative AI.**

**Discover the 12 key questions to evaluate a sustainable growth opportunity.**

**Identifying high-growth-potential sustainable markets.**

## **FOLLOW-UP AND EVALUATION**

Satisfaction evaluation form, knowledge assessment test, and certificate of completion.

## **DATES**

To be confirmed.