



**GRENOBLE
ECOLE DE
MANAGEMENT**
TECHNOLOGY & INNOVATION

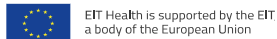
WE HEALTH – Making your business grow!

Webinar 4

Women: Learning how to strategize

26th November 18.00h (CET)

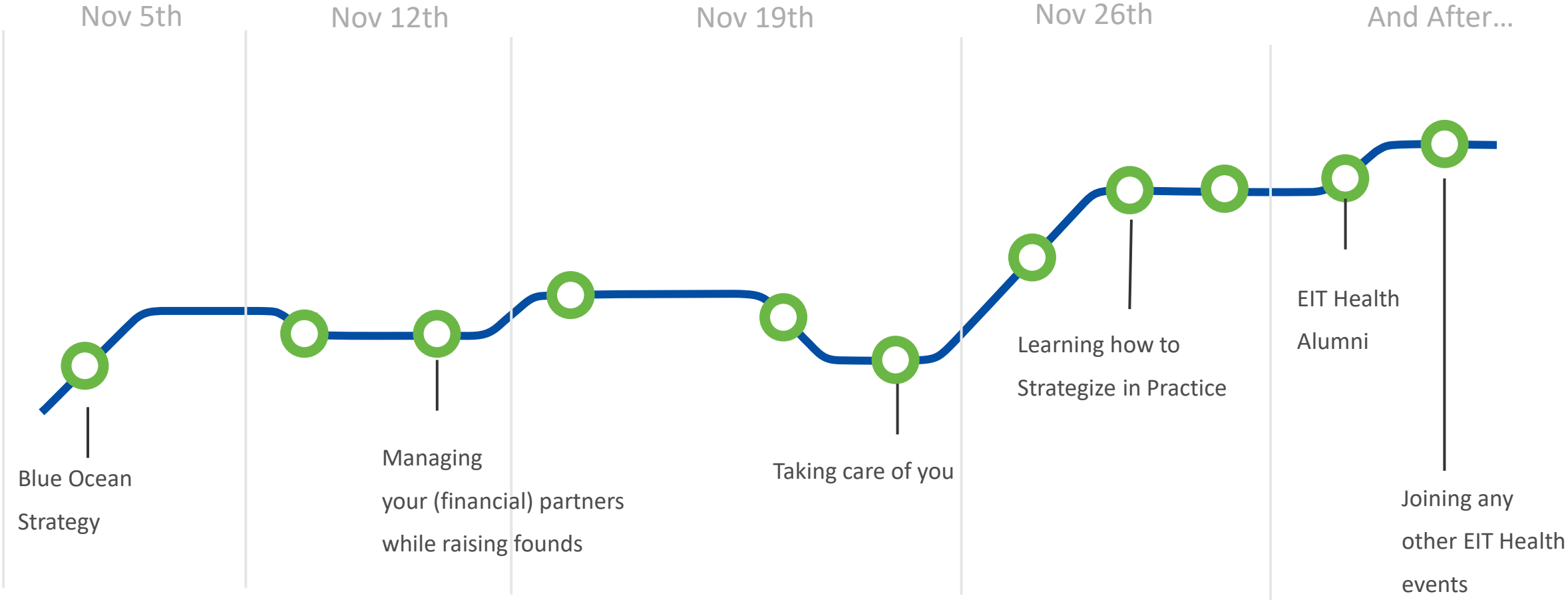
Severine Le Loarne Lemaire - Grenoble Ecole de Management
Véronique Thouvenot – Millennia2025



AGENDA

- 18.00 – 18.05: Welcome
- 18.05 – 18.35: **How to strategize – A Practice Based Approach**
- 18.35 – 19.10: **Changing the strategy of your organization across contexts**
- 19.10 – 19.20: The floor is yours!
 - Exchanging with V. Thouvenot
 - Exchanging between you
- 19.20 – 19.30: FINAL Wrap up
 - Your Key learnings
 - How to keep contact

1.1. WE EIT Health – Making your business grow



1. Mini-lecture on “Strategizing”



1 Strategizing – A Practice-Based Approach

2 Training yourself

1.1 You believe that a good reasoning is enough for strategizing?

- The vision relies on the place you have within the organization
- The vision relies on your identity and past experiences (IMPRINTING)
- The vision differs accross persons.



1.2 We strategize through Practices

- You borrow your vision from the others
- How to make your vision adopted by the others?

1.- **Practices** – the social, symbolic and material tools through which strategy work is done

2.- **Praxis** – the flow of activity in which strategy is accomplished

3.- **Practitioners** – the people who do the work of strategy



Linking Strategy to Projects



1.3. How to improve yourself?

TRAINING YOURSELF thanks to the EIT HEALTH
Strategizing Game

=> Introduction

Key messages



1 XX

2 XX

3 XX

Thank you for your participation!



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