

YVES MORIEUX

BEYOND CORONAVIRUS

SMART SIMPLICITY

HOW CAN COMPANIES CREATE VALUE
IN A PERIOD OF EXTREME COMPLEXITY?

FOR YOUR VIRTUAL EVENTS



For many years companies have multiplied initiatives to evolve their ways of working and leverage digital technologies, but the economy comes to a halt when our most basic actions like going to the office, the factory or store, are stopped.

*Despite all the IT and digital infrastructure, what was missing then?
The missing link is a revolution in the role of management.*

The crisis is an opportunity to accelerate this revolution, and at long last benefit from the new technologies to increase productivity and employee satisfaction.

[Yves Morieux, 2020]

BOOK YVES



WATCH YVES IN ACTION

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Managing Director and Senior Partner at the Boston Consulting Group (BCG), Fellow in the BCG Henderson Institute, Founder of the BCG Institute for Organization where he created BCG's new approach to the management of complexity for competitive advantage.

A contributor to the development of organization theory focusing on the structural and behavioral conditions for economic value creation, Yves has advised more than 500 companies around the world.

He has published books and scientific articles and is frequently featured in the media on the evolution of organizations resulting from new information and digital technologies

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