



The Political and Social Frames of the Enterprise



But, before we start, who am I?

But, before we start, who am I?



But, before we start, who am I?

Catherine Wable



30 years of work experience

Sales Manager, Purchasing Director, Business Unit Manager, Chief Information Officer, Chief Operation Officer, General Manager

Retail, BtoB distribution, Chemical Industry, French Tech

Entrepreneur (Brainbox & Company, TIKAL SAS, Portfolio & Co), Business Angel, Mentor, Startups advisor

Since 2020: Learning Coach at INSEAD, Adjunct Professor at the Université (UJM in Saint-Etienne), Professor at CEFAM, Member of PULSALYS Investment Committee, Data IA expert for Bpifrance



3 sessions

Friday, September 20th

Monday, September 30th

Friday, October 4th

Course content

Introduction

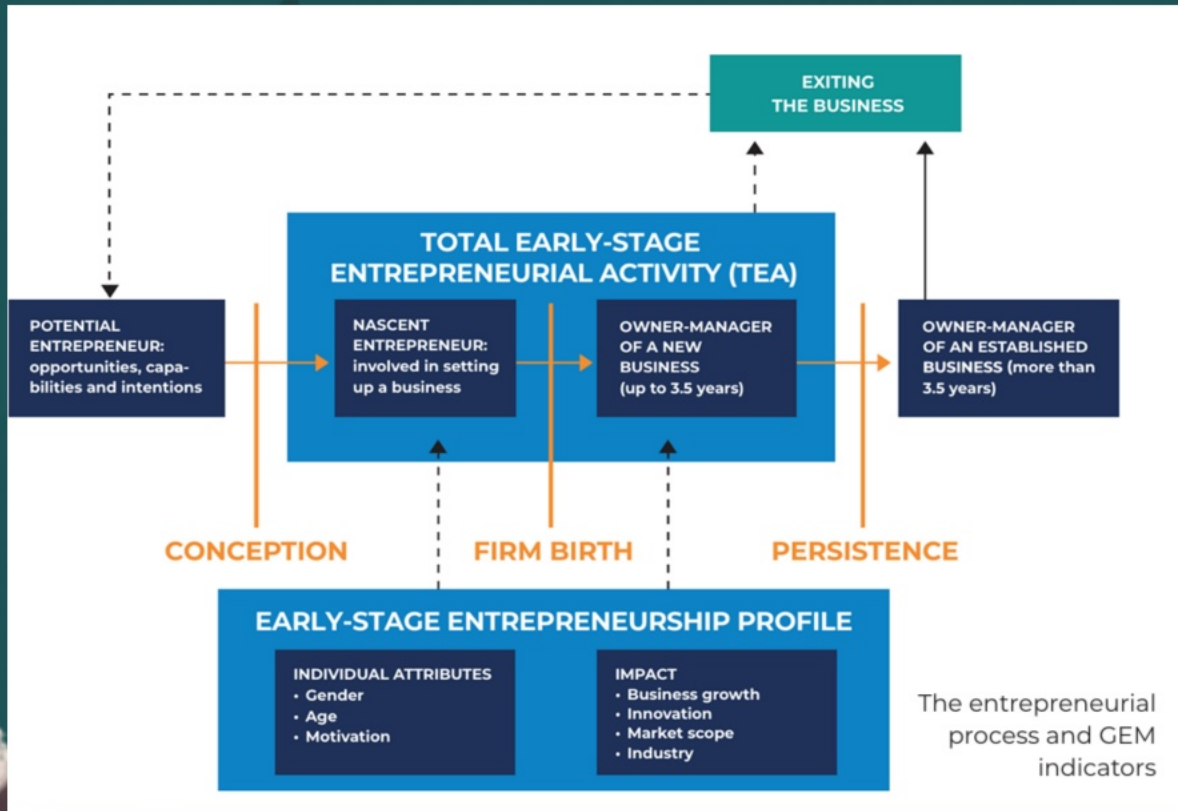
1. Evolution of economic systems, Demographics and Employment
2. From Generalized Employee Model to Entrepreneurship Model
3. Historical Evolution of Entrepreneurship
4. Current Policies in France, Europe, and other parts of the world
5. The Image of the Entrepreneur in Society

Conclusion

6. Evaluation (1 hour - 2 questions with answers to be written + Multiple Choice Quiz)



Introduction and definitions



THE TYPICAL ENTREPRENEUR

Average age 40 YEARS

95.1% have bachelor degrees

47% have advanced degrees

70% are married

5.2% are divorced, separated or widowed.

LESS THAN 1% come from extremely rich/extremely poor backgrounds

75.4% have worked at other companies for more than 6 years

51.9% were first in their family to launch a business

3 TIMES more likely to have rebelled as teenagers





1. History, Demographics and Employment



1. History, Demographics and Employment

Population Trends and Workforce Dynamics

1. History, Demographics and Employment

Population Trends and Workforce Dynamics

a) Agrarian Society

1. History, Demographics and Employment

Population Trends and Workforce Dynamics

- a) Agrarian Society
- b) Industrial Revolution

1. History, Demographics and Employment

Population Trends and Workforce Dynamics

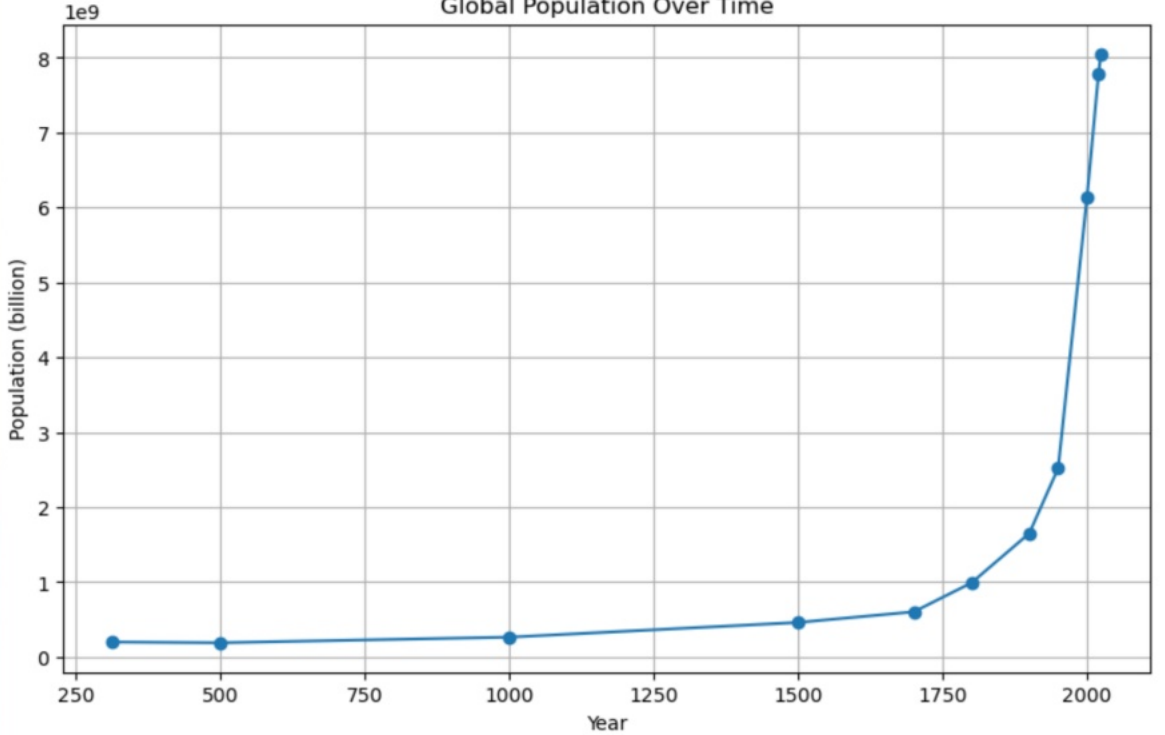
- a) Agrarian Society
- b) Industrial Revolution
- c) Post-Industrial Economy

1. History, Demographics and Employment

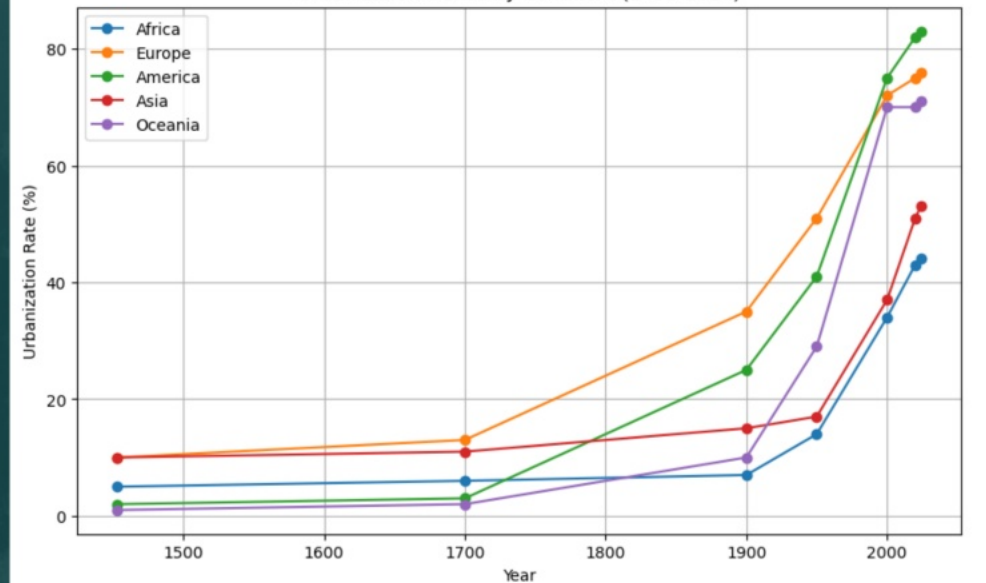
Population Trends and Workforce Dynamics

- a) Agrarian Society
- b) Industrial Revolution
- c) Post-Industrial Economy
- d) Knowledge Economy

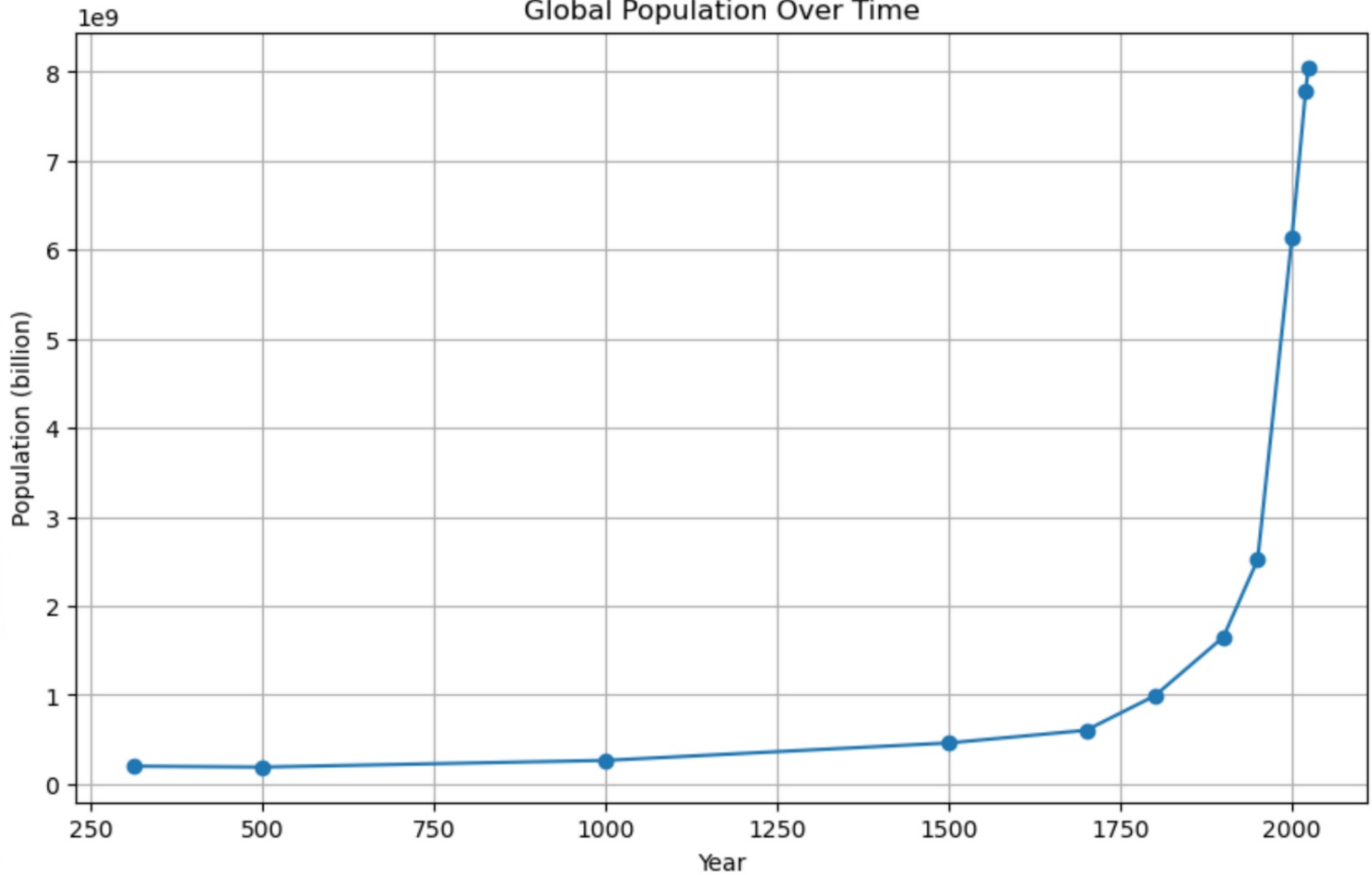
Global Population Over Time



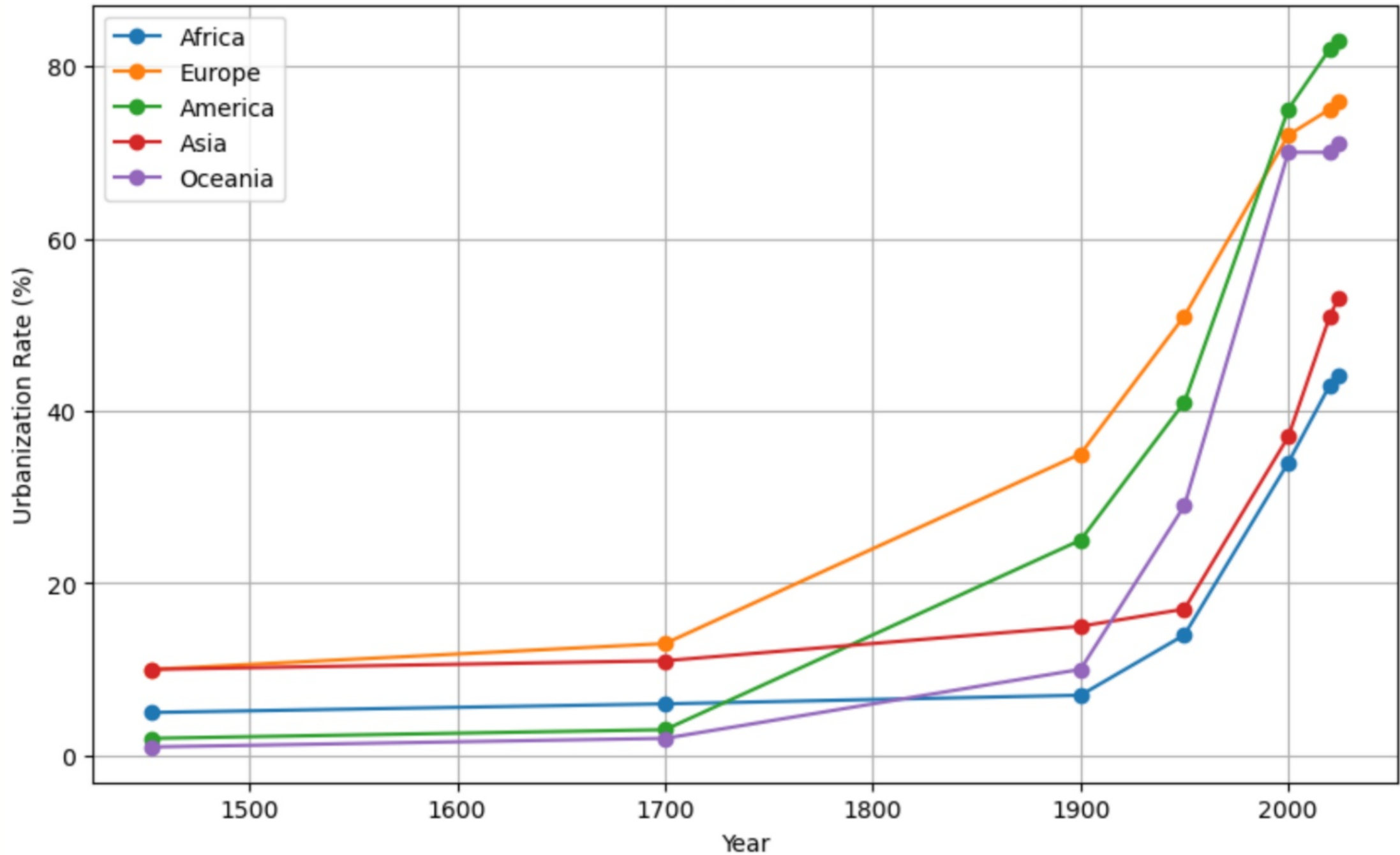
Urbanization Trends by Continent (1453-2024)



Global Population Over Time



Urbanization Trends by Continent (1453-2024)



Next step?



2. From Generalized Employee Model to Entrepreneurship Model



a) Traditional Employment Models



b) Shift to Entrepreneurial Models



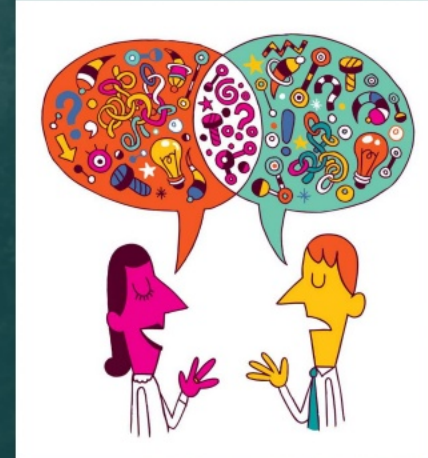
c) Comparative Analysis

Group work



2 groups : 1 group in favor of the Employee Model
1 group in favor of the Entrepreneurship Model

You have 15 minutes to prepare your arguments and then you will debate.





What are the transition drivers?






What are the transition drivers?

3. Historical Evolution of Entrepreneurship



3. Historical Evolution of Entrepreneurship

-  a) Early History of Entrepreneurship
-  b) Industrial Revolution and Beyond
-  c) Modern Era

Session 1 - Wrap up



What we covered today

Do you have questions?

Don't forget your homework for next session



But, before we start, who am I?

Catherine Wable



30 years of work experience
 Sales Manager, Purchasing Director, Business Unit Manager, Chief Information Officer, Chief Operation Officer, General Manager

Retail, BtoB distribution, Chemical Industry, French Tech

Entrepreneur (Brainbox & Company, TIKAL SAS, Portfolio & Co), Business Angel, Mentor, Startups advisor

Since 2020: Learning Coach at INSEAD, Adjunct Professor at the Université (UJM in Saint-Etienne), Professor at CEFAM, Member of PULSALYS investment Committee, Data IA expert for Bpifrance

The Political and Social Frames of the Enterprise



But, before we start, who am I?

Catherine Wable



30 years of work experience
Sales Manager, Purchasing Director, Business Unit Manager, Chief Information Officer, Chief Operation Officer, General Manager

Retail, BtoB distribution, Chemical Industry, French Tech

Entrepreneur (Brainbox & Company, TIKAL SAS, Portfolio & Co), Business Angel, Mentor, Startups advisor

Since 2020: Learning Coach at INSEAD, Adjunct Professor at the Université (UJM in Saint-Etienne), Professor at CEFAM, Member of PULSALYS investment Committee, Data IA expert for Bpifrance

The Political and Social Frames of the Enterprise



But, before we start, who am I?

Catherine Wable



30 years of work experience
Sales Manager, Purchasing Director, Business Unit Manager, Chief Information Officer, Chief Operation Officer, General Manager

Retail, BtoB distribution, Chemical Industry, French Tech

Entrepreneur (Brainbox & Company, TIKAL SAS, Portfolio & Co), Business Angel, Mentor, Startups advisor

Since 2020: Learning Coach at INSEAD, Adjunct Professor at the Université (UJM in Saint-Etienne), Professor at CEFAM, Member of PULSALYS investment Committee, Data IA expert for Bpifrance

The Political and Social Frames of the Enterprise



But, before we start, who am I?

Catherine Wable



30 years of work experience
 Sales Manager, Purchasing Director, Business Unit Manager, Chief Information Officer, Chief Operation Officer, General Manager

Retail, BtoB distribution, Chemical Industry, French Tech

Entrepreneur (Brainbox & Company, TIKAL SAS, Portfolio & Co), Business Angel, Mentor, Startups advisor

Since 2020: Learning Coach at INSEAD, Adjunct Professor at the Université (UJM in Saint-Etienne), Professor at CEFAM, Member of PULSALYS investment Committee, Data IA expert for Bpifrance

The Political and Social Frames of the Enterprise