

PURPOSE-DRIVEN COMPANY REPORT

2021



The Shaker Cº
CONSULTING – COACHING

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HOW IT ALL STARTED

Our aim is to provide companies and their employees with support

The Shaker Company made its aim clear from the outset: to have a tangible impact by helping companies develop sustainable models and positively impact the planet in a way that allows each individual to thrive.

This aim emerged from our respective experiences and shared convictions. We wanted to help individuals avoid being put through the wringer. In fact, many employees are placed in a double bind and take on an excessive mental load. At the same time, we also think businesses have a leading role to play in protecting the environment.



We believe strongly that organisations realise their potential when they trust and empower their employees; we are also convinced that employees neither thrive nor fulfil their own potential in a pyramid system. This is why, from the very start, we decided to test a unique and liberated organisational model and brought together independent associates to build a network with its own rules in order to foster engagement.

Creating a high-impact network

As consultants and coaches, we take a bespoke approach. We have formed a network of associates with operational experience in corporate environments to address the current and future challenges of organisations. Our innovative tools empower managers and employees to think outside the box, innovate in complete security and sustainably create enthusiasm within their teams. As we advanced, we identified our mission and clarified it in 2021.

« Help leaders build resilient and enthusiastic organisations, where everyone can find their rightful place. »

TIMELINE

2019

Founding of The Shaker Company

A team of independent coaches and consultants, we decided to join forces to help businesses by creating bespoke coaching and training programmes that develop the leadership skills of their executives and managers, in line with our purpose. We apply our methodology and experience to help these organisations to successfully implement their strategic projects, restructuring programmes and digital initiatives, and to revise their governance models and management practices. We also help them to drive operational excellence through assessments and recommendations based on innovative methods, tools and practices.

2020

The Shaker Company becomes a purpose-driven company

This approach has been central to our action since the company was created by its co-founders, Karine Duchatel and Ludovic Hacopian, who are committed to ensuring The Shaker Company has a social and societal impact. In August 2019, the founding associates produced an initial raison d'être. In April 2020, during the first lockdown, the associates, not completely satisfied with this raison d'être, decided to partner with a coach consultant to revise it. This second, more in-depth period of reflection resulted in a definitive raison d'être, better able to generate enthusiasm and closer to the personal convictions of the associates. In September 2020, the associates outlined their objectives and commitment criteria and submitted them to the benevolence board. All of the texts were incorporated into its legal statutes in November 2020. These commitments are now adapted to each of its client projects, based on questionnaires completed at the beginning and end of the project to gauge the impact of its work based on these criteria.

2021

The Shaker becomes a purpose-driven network

Our vision of a purpose-driven network has become a reality, in line with our initial ambition in 2019. Our team now includes eleven consultants united by a common purpose within The Shaker Company. Several coaches collaborate with our clients on missions to create truly inspiring meetings. Our first seminar in September was an opportunity to build a strong momentum and onboard all our partners.

“

”Help leaders build
resilient and
enthusiastic
organisations,
where everyone
can find
their rightful
place”

OUR PURPOSE-DRIVEN

Why we decided to become a purpose-driven company

Quite simply because the “Loi Pacte”, a French law designed to help businesses innovate and transform their operations, provided us with the means to act on our convictions in the form of public commitments.

We agree with Pascal Demurger, CEO of MAIF, a French mutual insurance company, that companies have a major “political” role to play as entities with an impact on integration, inclusion, equal opportunities, gender and cultural diversity, as well as the financial and mental well-being of individuals and their families, and the protection of biodiversity and the environment – in short, our ability to live together harmoniously in society.

WHY THIS MISSION ?

We set up The Shaker Company to “Help leaders build resilient and enthusiastic organisations, where everyone can find their rightful place”. Our mission is also our driving force. Shared with our partners and clients, it forms the basis of the support we provide.

We believe companies can serve the common good by building new and more resilient models that create enthusiasm.

How are we committed to implementing our mission?

At the present time, our mission mostly relates to client activities. We have put together a questionnaire to assess the impact of our work by studying the difference in scoring before and after the completion of our operations. We are training our partners to use this questionnaire and helping them acquire the necessary skills to deliver our mission in the way we expect them to.

We are considering ways of involving our suppliers more closely in this approach, but we still have some way to go.

OUR MANIFESTO

RESILIENCE ? Did you say resilience ?

We believe a company's resilience resides in its ability to take into account the needs of people, the environment and the planet, and in its agility to apply its *raison d'être*, despite the unpredictability of business life and life in general. Resilience is one of our major concerns: a company that is unable to ensure its sustainability cannot safeguard the jobs of its employees. In the same way, without a business model that enables companies to create products and services that protect biodiversity and the environment, it risks jeopardising the well-being of humanity. As consultants and coaches, we pay particularly close attention to these business aspects. They form the basis of each of our assignments. Does the employee or team perform effectively in their business line or function? In what ways can we innovate?

What role does enthusiasm play ?

It may surprise you, but we do not believe in happiness in the workplace. The concept of happiness implies a stable state that in no way reflects the daily reality of work in a company. On the other hand, we believe that it is possible to create windows of enthusiasm shared by the whole team. In two decades of delivering support to complex projects, we have identified 16 "triggers" of enthusiasm. This surprising cocktail – connecting with each other in a deep and meaningful way, focusing on our own development and that of the people around us, forging ties between individuals, and developing rewards and recognition – is the hallmark of our approach. You will find that most of our assignments contain a fun and/or creative dimension and are always aesthetically pleasing.

OUR MANIFESTO

Where does each individual find their rightful place ?

Companies often require employees to leave most of their personality – their values, deep-seated aspirations, convictions, passions and motivations – at the door. We want to help leaders build organisations where each individual is able to fulfil their true potential if they so wish.

To achieve this, we work on the raison d'être of the company, its individual talents, career plans and, more systemically, on governance and the roles of each and every individual. Enhanced individual motivation and, as a result, optimised collective performance, is just one of the benefits you can expect from this approach.

This third component of our company mission is another factor we take into account when addressing the needs of our clients: do people feel able to express themselves freely and openly? Is diversity part of the corporate culture? Is everyone working in their rightful role as an employee and/or as a leader?



OUR MISSION COMMITTEE



Karine Duchatel
Co-founder
Executive Coach



Ludovic Hacopian
Co-founder
Executive Coach



Pascal Tronche
Chief Mission Officer
Executive Coach



Delphine Beauquesne
Executive Coach



Florence Meyer
Executive Coach



Stéphane Rémy
CEO FluidityApp

OUR BENEVOLENCE BOARD



Eric Noleau
General Director
GSF Propreté et Services



**Armelle
Carminati Rabasse**
Director Axites Invest
Head of the MEDEF social and
managerial innovation
commission



Richard Tuffier
CEO BE(E) Conseil
President Association Buy
For Good

OUR GOVERNANCE MODEL

How did we choose to work and advance together ?

Our unique approach

Develop
a mission-oriented
network composed
primarily of independent
associates

Sociocracy

We have chosen a governance model where power is shared and that strikes a balance between trust and empowerment. We implement a circle-based approach in which roles are assigned on a voluntary basis. Each member has a decision-making power, notably through a process of decision by consent.

Our core values

Liberty
Respect
Authenticity
Diversity
Hedonism
Responsability

Creation of three circles

GOVERNANCE (contact : Pascal Tronche)

Determine the organisational and working methods with stakeholders within The Shaker Company, in line with its mission.

OFFERING (contact : Florence Meyer)

Jointly develop offerings consistent with The Shaker Company's positioning and mission. Jointly reflect on the best way to promote these offerings.

BUSINESS (contact : Delphine Beauquesne)

Develop the business and revenues of The Shaker Company, in line with its values and practices.

OUR CLIENT COMMITMENTS

Help people and organisations become more resilient :

- People: Raise awareness of personal stress factors, train or coach people to identify the resources they need to become more resilient.
- Organisation: Help the company clarify its raison d'être and values, assess its CSR maturity, produce an impactful action plan, support the implementation of these actions based on collective intelligence, put in place managerial practice development projects to enhance frontline empowerment, and gauge the number of impactful projects deployed and the people who take ownership of them.

Develop individual and collective enthusiasm around meaningful projects :

- People: Identify the main sources of enthusiasm in the teams we support to adjust our actions – coaching, seminars, projects, etc. – and train leaders in enthusiasm management.
- Organisation: raise awareness of the value of enthusiasm at work, measure the level of workplace enthusiasm before and after our actions, and its development over time.

Help each individual find their rightful place at work:

- People: Coach people to develop a career plan in line with their values.
- Organisation: Train managers to promote the free expression of individual talents based on trust and authenticity, organise workshops to raise awareness of differences in treatment (gender and cultural diversity, etc.) and inclusion-related discrimination, help develop and implement action plans to improve inclusion and equal treatment, and gauge the number of people impacted by these actions.

OUR COMMITMENTS WITHIN THE SHAKER COMPANY

We are committed to collaborating with partners and stakeholders who support our mission and values:

Freedom, Respect, Diversity, Responsibility, Authenticity, Hedonism

- Test the values and enthusiasm of our partners
- Raise awareness and implement a shared governance sociocracy operating mode

We commit ourselves beyond our client missions to taking action in support of our mission by doing research, authoring articles and collaborating with committed communities such as MOM21, Communauté des Entreprises à Mission and HBA

- Help author articles on enthusiasm
- Help coordinate non-profit spaces (CEM, MOM21, HBA and others)

MEETING TO ONBOARD OUR PARTNERS

1st in-house seminar

We brought together our partners in September to enhance our thinking on how to support future management and organisational models. This meeting was an opportunity to jointly redefine the vocation of our network and to implement tools for the sociocracy governance model selected.



Launching our communities

Offerings | Governance | Business



Implementing the consent-based decision-making process

The collective intelligence of our network enabled us to resolve various points



Testing out our new questionnaire on enthusiasm

This enabled us to clearly identify our collective ingredients



The seminar was an opportunity to redefine the raison d'être of our network

1. Share our values

Explore and lead projects with other individuals sharing the same values

2. Test and share

Test and take an innovative approach to our methods and our support offerings

3. Promote new methods

Promote new management practices, governance methods and business models with a positive impact to our clients

4. Pool

Pool our resources to optimise the promotion of our mission

5. Commit

Have a positive direct impact on society and the environment

OUR COMMITMENT TO THE PLANET

The Shaker Company partners with Time For The Planet

As we support businesses that help improve our society and protect the planet, we naturally wanted to support the Time for the Planet initiative. This non-profit enterprise harnesses entrepreneurship to address the climate emergency through cooperation – an approach that closely reflects our own. Our mission is to help companies build their resilience, and our commitment underlines our practical contribution to building this resilience in the interests of our planet.

Our investment in Time for the Planet is proportional to the number of Shakers (consultants) who have joined the Shaker Network. At our own level, we are contributing to Time for the Planet's extremely ambitious goal of raising €1 billion for 100 global innovations to combat global warming.



Outlook in 2022

In 2022, we will continue to implement our projects and launch new ones in order to conduct our mission.

DEVELOP ASSESSMENT TOOLS

We take a proactive approach to developing tools in order to assess our actions. For the time being, we are finding it hard to quantify our results. Our current tools and approaches deliver a trend but, as assessments, they remain subjective and are not based on a model. This is why we have asked researchers to help us model and create indicators.

NEW SEMINAR IN JANUARY 2022

The purpose of this new seminar will be to determine our working methods and shared objectives.

How do we plan to continue with our mission ?

Our ambition is to continue expanding the network in order to attract unique and complementary personalities, without losing sight of our raison d'être. We will strive to strengthen our links and grow our joint actions.

We would also like our other stakeholders to be more actively involved in our mission, but we still have some way to go before we achieve this aim.

The Shaker Co



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