

SHAPING UNFRAMED LEADERS



UNFRAMED THINKING

THE SCHOOL THAT SHAPES UNFRAMED LEADERS

At a time when the world is undergoing radical change, and making environmental and societal issues are vital, when technological change is accelerating, when new business models with a positive impact are emerging, and when new generations are eager to embrace a new economy.

To train these Unframed Leaders, we propose a new 2024–2028 strategic plan for our School, which aims to be one of the most multicultural, innovative and impactful Management Schools.

Unframed Thinking is increasingly the driving force that spurs on our learners to challenge the status quo to innovate in the quest for a better world: one that is more creative, more collective, and more sustainable.



BUILDING THE FOUNDATIONS OF NEW LEADERSHIP

Rennes SB is ideally placed to train the Unframed Leaders the world needs. Creative people and those creating new ideas, reports, and more. It all depends on the purpose of your presentation



CREATE

**UNFRAMED LEADERS ARE CURIOUS
AND THINK CRITICALLY**

Profitable for the company and profitable for the planet and society: this calls for new ways of thinking, new ways of doing things, integration of new technologies, new conceptions of business models. It calls for new creativity in the service of all-round performance.



CONNECT

**UNFRAMED LEADERS BUILD STRONG
NETWORKS AND CONNECT BROADLY**

In a post-industrial era that is continuing with the emergence of a socio-economic system that is complex, we need leaders who are aware that the challenges facing society can only be solved together by looking through different eyes and cultural intelligence, and by connecting with others.



CHANGE

**UNFRAMED LEADERS
AIM TO INNOVATE FOR A BETTER WORLD**

Beyond traditional business processes based on trend analysis and long-term plans, we need to equip leaders with the necessary toolbox to change the face of performance

OUR MISSION

IS TO GIVE EVERYONE THE POWER TO BECOME AN UNFRAMED LEADER IN A CONSTANTLY CHANGING WORLD

Making the most of its “Unframed Thinking” mindset, its international DNA, the dissemination of its interdisciplinary research and its stakeholder partnerships, the School is committed to being a leading player to accelerate innovation in a responsible, sustainable world



UNFRAMED EXPERIENCE

Inventing an increasingly personalised learning experience by capitalising on new technologies and hands-on experience to create a transformative learning and development impact.

UNFRAMED EDUCATION

Offer a portfolio of innovative programmes, driven by our interdisciplinary research, combining academic knowledge and skills in response to the new expectations of the job market.

UNFRAMED COMMUNITY

Leverage the impact of Rennes SB by creating our own innovation ecosystem where our communities work together to help one another.

AI NO FILTERS

IASINFILTRE SERIES

Master AI in your industry with our specialized #AINOFILTERS series. From business and sales to HR and legal, these programs will equip you with the knowledge to harness AI's potential and lead with innovation.



“AI won't replace human workers, but 'people that use it will replace people that don't”

ANDREW NG, GOOGLE BRAIN



AI NO FILTERS

MASTER AI TO REINVENT YOUR BUSINESS

SINCE THE EMERGENCE OF NEW GENERATIVE ARTIFICIAL INTELLIGENCE (AI) MODELS and the launch of ChatGPT, released in its public version in 2023, companies of all sizes and across all sectors have been confronted with an unparalleled technological disruption.

It is now widely accepted that AI will have an even greater impact on our daily lives and the way businesses operate than the arrival of computing and the internet. Process optimization, innovation stimulation, transformation of jobs, and customer experience are all areas pushing companies to "think AI" in order to enhance their competitiveness, agility, and ability to meet future challenges.



OUR VISION

EVERY PROFESSIONAL SHOULD INVEST IN ACTIVE LEARNING TO STAY AHEAD AND EMBRACE THE AI TRANSFORMATION OF THEIR BUSINESS.

- Get up to speed on the fundamentals and the latest advancements in AI.
- Familiarize yourself with the best tools and "prompt engineering" techniques.
- Maximize AI's potential to enhance your business performance.
- Support you in identifying your areas of application and building your AI strategy.

AI4BUSINESS

As a business leader, understand the impact of AI on your organisation

AI4SALES

As a sales leader, enhance sales performance with AI-powered tools.

AI4MANAGERS

As a team manager, learn to use AI and lead with data-driven decisions.

AI4HR

As a HR leader, learn to transform HR operations with AI.

AI4LAW

As a legal leader, streamline legal processes through AI innovation.

MISSION

A concentrated AI program combining expert insights, real-world success stories, and executive workshops. Participants will explore practical use cases and gain hands-on experience to apply AI strategies in their own businesses.



START

- Overview of **technological advancements** enabling the rise and democratization of AI models.
- Key concepts of **Machine Learning**, including Large Language Models (LLMs) and Deep Learning.
- **Business use cases** and testimonials (automation, augmented sales, training, coaching, etc.).



ACCELERATE

- Understand the principles of **Prompt Engineering**, or the art of asking the right questions in the right way to Artificial Intelligences.
- Define prompts adapted to **your business challenges** and understand the limits and biases of the results.
- Successful applications in companies – **AI as a value creator** – Client testimonials.



TAKE OFF

- Master the principles of Design Thinking to define an **effective AI strategy**.
- Evaluate the **quality/reliability of your data** as well as the AI maturity of your organization.
- Define your AI strategy, major **steps for implementation**, and keys to success.
- The future of AI, how to **stay informed** about technological advancements: a key skill for leading in the AI era.

A woman with long brown hair and glasses is sitting at a desk, looking down at a laptop. She is wearing a light-colored, striped button-down shirt. The desk has a laptop, a smartphone, and some papers. The background is a plain wall with a window on the left side showing some light. The overall scene is dimly lit, with the primary light source coming from the window on the left.

PARTICIPANT PROFILE

Our programs are designed for a diverse group of forward-thinking professionals looking to accelerate their impact and leadership in a rapidly changing environment. Whether you're looking to lead business transformations, strengthen sales capabilities, optimize HR strategies, or navigate complex legal landscapes, our tailored learning experiences will help you drive growth and innovation within your organization.

AI4BUSINESS

CEOs, members of the Executive Board, Founders, Managing Directors, Partners

AI4SALES

Sales and business development professionals, consultants

AI4HR

HR directors, professionals in all areas of Human Resources management (Talent Acquisition, Talent Development, L&D, Comp & Ben etc); consultants in HR

AI4MANAGERS

New and middle managers, operational and cross-functional managers, project managers

AI4MARKETING

Marketing and communication specialists, sales professionals, digital marketing experts, growth and revenue strategists

AI4LAW

Legal professionals, Chief Legal Officers, lawyers

Our Team



Cyril De Sousa Cardoso

CEO & Founder
POLARIA



Emmanuelle Blons

Ass. VP Change and Prof.
INFOSYS / RENNES SB



Sabri Ben Radia

CEO & Founder
HOUSE OF ICHIGO



Frank Albert Coates

AI Community Lead
MINDSTONE FRANCE



Romain Dupeyré

Partner
DWF

PHILIPPE PEREIRA

Programme director

Ass. Professor Rennes School of Business
Founder of HumanilA

Artificial Intelligence Specialist
focused on Business Performance.

PHILIPPE PEREIRA IS THE PRESIDENT AND FOUNDER OF **HUMANIIA**, AN AGENCY SPECIALIZING IN ARTIFICIAL INTELLIGENCE FOR BUSINESS PERFORMANCE. TRAINED AS AN ENGINEER WITH 25 YEARS OF INDUSTRY EXPERIENCE, PHILIPPE PEREIRA RECENTLY HELD THE POSITION OF VICE PRESIDENT OF SALES FOR EUROPE, THE MIDDLE EAST, AND AFRICA AT THE GLOBAL LEADER IN WORKSPACE DESIGN.

THROUGHOUT HIS INTERNATIONAL CAREER, HIS ROLES HAVE INVOLVED STUDYING THE IMPACT OF TECHNOLOGICAL ADVANCEMENTS ON ORGANIZATIONAL MODELS AND LEADING NUMEROUS DIGITAL TRANSFORMATION PROJECTS.

IN RECENT YEARS, PHILIPPE PEREIRA HAS JOINED HEC AND **RENNES SCHOOL OF BUSINESS** AS AN ASSOCIATE PROFESSOR AND **PROGRAM DIRECTOR FOR EXECUTIVE EDUCATION** PROGRAMS, RESPECTIVELY. HE IS ALSO AN INVESTOR, INDEPENDENT BOARD MEMBER IN AI ECOSYSTEM STARTUPS, OPERATING PARTNER IN AN INVESTMENT FUND, AND AN ACTIVE MEMBER OF INCUBATORS SUCH AS **STATION F AND EURATECHNOLOGIES**.

