

# HOW VLERICK HELPS CARREFOUR BOOST ITS BUSINESS SKILLS

**Carrefour knows investing in talent is crucial for business success. We partnered with the mass-multiple to create a bespoke learning journey for its teams.**

## WHAT DOES CARREFOUR'S LEARNING JOURNEY LOOK LIKE?

The programme kicks off with a welcome from the CEO and alumni at Carrefour HQ – followed by four residential modules in different parts of Belgium.

Teams learn through many different formats – from our accounting and finance FAST game, through to a 360 feedback process, facilitated by our experienced Vlerick coaches. We deliver the programme in both French and Dutch.

## CUSTOMISED FOR CARREFOUR

Of course, everything in the programme is immersed in Carrefour culture and is immediately relevant to real-life business situations. As part of

each module, an expert from the company meets participants, answers questions and talks about the Carrefour way of doing business. During the programme, participants develop a business idea and present it to Carrefour's executive committee. Some of these become live projects – adding tangible value to the business. For example, programme alumni devised an app where store employees can record their working hours. It's currently in development.

## MAKING LEARNING LAST

When participants go back to work, they start implementing what they've learned. To help facilitate this, we run a webinar for supervisors to advise them how to support their teams. Over the last three years, more than 75 senior managers from across the company have been through the programme. We look forward to welcoming many more in the future.

## LEARNING JOURNEY



### ENGAGE

- Official kick-off moment
- Strategic note of the CEO
- Testimonials of programme alumni
- Get to know each other

### REFLECT & EXPERIMENT

- 3 Residential modules on:
  - Retail strategy
  - Business imperatives in retail
  - Retail is a people's business
- Carrefour experts involved
- Working zone challenge on real Carrefour projects

### RIPPLE

- Presentation of recommendations & action plan to senior management
- Jury of senior management and Vlerick faculty, other teams are also present to learn
- Connecting with new cohorts and with each other

### THROUGHOUT

Working in project teams

Engage with company sponsor on project work

Collection of data & project-specific info

Webinars by Vlerick & possibility to consult Vlerick faculty for feedback/advice

**LOOKING FOR A CUSTOMISED LEARNING JOURNEY, TAILORED EXACTLY TO THE NEEDS OF YOUR ORGANISATION?**



### LET'S TALK!

Astrid De Wael  
Account Manager  
T + 32 9 210 97 66  
E [astrid.dewael@vlerick.com](mailto:astrid.dewael@vlerick.com)