



A LASTING & MEANINGFUL LEGACY

**Dynargie International
Academies**

**Interview with
Philippe Graff, Dynargie Founder
&
João Barbosa, Dynargie CEO**

WHAT IS A DYNARGIE ACADEMY?

Philippe Graff, Dynargie Founder

For me a Dynargie Academy is **an internal “Learning Experience” at a group level.**

If an organization wants to be perceived as a Group we have to have in common more than just a name. We must have a **common culture, a common way of looking at things** and in my opinion this is the purpose of Dynargie Academies.

Since all our consultants around the world, are trained in their own country learning from their local offices, it is important that once or twice a year we sit together and build this common culture, **by exchanging memories, knowledge & experiences.**

I think it is also very important for **our clients.** A client that works with Dynargie in one country, would definitely like to have the **same results** for its people in another country. So, it is important that what we agree in one place would also happen in another place of the world, of course adapting to the local culture.

In addition, the fact that Dynargie as a consultant, shares a common culture, helps



our clients to **further build and grow their own common culture too.**

What people like in Dynargie is **the way we tackle things, our positive attitude, our special and very pragmatic approach to training, our simple way of thinking** and they want to identify this in any Dynargie consultant whatever country they come from. In my opinion, our Academies help us a lot in building internally all the above and this is something that not every consulting firm brings.



The idea was born from Gilbert Serfaty and myself. We both worked for a competitive company and there were many things that we didn't like. We felt that it was time to create our own company and **the idea of Academies came from the very birth of Dynargie.**

The company was born in 1982 but very quickly the first Academy was held (1983). It was a very important start for building our own culture.

For many years, Academies, except form **training and sharing knowledge and experiences**, were also a place for the **selection of "newcomers"** in Dynargie at an international level.

New consultants had the opportunity to feel the company, feel the people around and to see whether they are for this job.

The company could also identify which consultants could

HOW WAS THE IDEA OF ACADEMIES BORN?

fit best in the organization.

At the end of each Academy there was a **"champions corner" process** that still remains a part of all Academies, where Dynargie "newcomers" are tested for their skills and also the knowledge obtained during the days of the Academy.

Academies were always felt by consultants as a tough procedure but always with a purpose behind. We felt that it is better to face "tough" training situations at the beginning so that each consultant will be able to deal with difficult situations in real training in a positive way.

They lasted and still do around 5 days, where we share moments and we really get to know each other.

At the end of Academies what we have always been receiving is a great feeling of motivation and dynamism from our consultants.



“Dynargie Academies are an essential part of our business. It is one of our main advantages compared to our competition.”

Philippe Graff

What is the difference between old and recent academies?

Old Academies were mostly training. Nowadays, as many of the Dynargie offices grow, during the Academies we take the opportunity to share more of our experiences with clients, listen to each other, do teambuilding activities, share the vision for the future. This is fundamental for the Group's solidity because it **creates links between people** that will continue after the Academy is over.

Imagine if this never happened. It would not be the same. I think that our clients appreciate that.

How do you feel about the recent remote setting of the academies?

We had 2 successful remote academies recently, but I feel that the remote environment prevents people from being spontaneous and natural. A hybrid model could exist but I prefer contact with people and I think it is essential.

What about the future?

Academies can always be improved and offer even more but I feel that a nice balance is created today between **raising competencies and having a good time together**. I feel proud of Dynargie and grateful for the people who lead this company and organize such successful academies.



WHAT IS A DYNARGIE ACADEMY?

João Barbosa, Dynargie CEO



For me a Dynargie Academy is something between a “Spa” and an “Airport”. A spa is a place where we can go and return back different not only psychologically but also physically. **It is a place where someone we trust is taking care of us.** On the other hand the airport is the most “dynamic” place in the world. People come from completely different countries and cultures they are independent and should take care of themselves in this place. **They need to find a way to orient themselves. The airport for me is like a lab where we learn.** So, Dynargie academies are the place where our consultants are being taken care of but it depends on each one of them how much they will learn, how curious they will be and how much they will take advantage of all the different variables.



What is the difference between old and recent academies for you?

I don't see a lot of differences between the music in the "vinyl" time and in "digital" time. **The music is always music.** The purpose is the same.

Probably the only difference I would see is the consultants' "**selection process**" that existed in the past. Consultants could give up during the Academy and the company could also choose the people who had the profile to join Dynargie. Now it is like an airport. All passengers have the ticket to travel.

What was your feeling when you joined your first Academy as a consultant in 1990?

At first I thought that these people are crazy! At the beginning it was very tough. Especially the way that consultants were selected. But I thought that probably there is a purpose behind, so I stayed to see if I understand the logic. Somehow immediately after the end of the first Academy the purpose was there.

Actually the purpose was always there. Even from the beginning it was hidden but there. When I understood that, the result also attracted me because I saw that everything that is done is logical.



When you became the CEO of Dynargie did you want to change the Academies?

My logic was to respect the past and build a future in a way that if someone will be in my place will also respect my journey.

So, I kept the purpose and changed some details, redefining the purpose of the January and August Academy.

Probably now there is one extra objective: **Academies are the best way to create corporate memories.**

Why do you believe corporate memories are so important?

Having no memories is like a folder with no files.

Memory is supposed to be a "folder" with all types of files in it. Good, bad and neutral.

If we don't have files we cannot copy - paste a behavior, an emotion, a pattern, a protocol next time. We cannot be ambassadors of a Brand, of a Methodology, of a purpose.

"Dynargie Academies are the best way to create corporate memories."

João Barbosa

How do you feel about the recent remote setting of the academies and their future?

The challenge during these remote Academies was how to create memories when we don't have small talks, coffee breaks, chats, jokes, corridor discussions.

We are actually creating Business memories but not Brand memories. For me it would be very complicated if for any reason we had to stop having face to face Academies. So, I do expect that the next one will be a good old one because people are really willing to meet each other again.

Generally, and since we do many remote trainings with our clients and the "remote" logic is an addition in our reality, we also need to have our remote ways of learning inside Dynargie so that we are credible in the market.

If I am allowed to dream, I would choose one of the year's academy to be face to face and then we can have periods during the year that we could meet remotely.



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