FACILITATORS – COACHING

SUPPORT INNOVATORS WITH BUSINESS DESIGN – CERTIFICATION TRAINING

A training course designed to develop the skills needed to facilitate, structure and mobilize project teams using the Business Design methodology. At the end of a program combining theoretical knowledge and practical application to real projects, participants can obtain the Vianeo Expert Certification, which validates their abilities and strengthens their credibility. This training course also provides the opportunity to join the Vianeo Club, which brings together a community of experts committed to innovation. This certification program is part of our innovation training offering.

DURATION	FORMAT	GROUP	LANGUAGE	TYPE
3 training days + 8h supervised practice	**Hybrid**	**6 to 9 people**	**FR / EN**	**In-house / Inter-company**

Learning Objectives

1 **Apply the Business Design methodology to define the best strategy for implementing a project**

Master the Business Design methodology, its application at every stage of the innovation process, and its connections with other approaches: Design Thinking, Lean Startup, Blue Ocean and Business Model Canvas.

2 **Adopt the facilitator's mindset**

Ask the right questions, challenge the team, help members step back from their innovation project and take action. Align the team around a shared vision and facilitate the onboarding of new contributors. Adapt the facilitation approach flexibly according to project needs and individual profiles.

3 **Ground an innovation project in real-world insights**

Design an exploratory study to validate hypotheses and support the project team throughout its implementation.

4 **Assess the robustness and relevance of a project and develop a compelling business case**

Validate the potential of an idea, identify blind spots and risk areas, and prepare convincing arguments to engage decision-makers and stakeholders in the project.

Target Audience

Anyone managing innovation projects or wishing to support innovators in structuring their projects: innovation officers (managers, coordinators, project managers), business development officers, technology transfer officers, facilitators and consultants.

We are committed to making our training courses accessible to people with disabilities. Please contact our Disability Accessibility Coordinator at j.marchetto@vianeo.com to discuss possible accommodations.

Training program

3 days of training to apply the Business Design methodology as a team to a real project, supported by the Vianeo platform.

Discover · The Methodology and Mindset

Introduction to the fundamentals of innovation and the innovator's mindset. Discover the Business Design methodology and its role within the organization's innovation management system. Explore its connections with other innovation methodologies.

Frame · Lay the Project's Foundations: Legitimacy

Methodological briefing: the problem to be solved, field of application, available means and differentiating advantages. Team application to real projects. Debriefing and reflection on the facilitator's role.

Explore · Understand User Needs: Desirability

Methodological briefing: requesters, needs and existing solutions. Connections with Design Thinking. Team application to real projects. Debriefing and reflection on the facilitator's role. Design and best practices for conducting an exploratory study. The facilitator's role.

Map · Map the Ecosystem: Acceptability

Methodological briefing: players, influencers and the value network. Team application to real projects. Debriefing and reflection on the facilitator's role.

Design · Develop the Solution: Feasibility

Methodological briefing: functionalities, technical partners, implementation capabilities, Minimum Viable Product (MVP) and development roadmap. Connections with Lean Startup. Team application to real projects. Debriefing and reflection on the facilitator's role.

Model · Define the Business Model: Viability

Methodological briefing: product market fit, value proposition, distribution channels, revenue model, cost structure and key activities. Connections with the Business Model Canvas (BMC) and Blue Ocean Strategy. Team application to real projects. Debriefing and reflection on the facilitator's role.

Build the case · Present a Convincing Strategy

Introduction to synthesis and presentation tools (pitch, pitch deck, SWOT analysis, self-assessment, etc.). Team application to real projects. Debriefing and reflection on the facilitator's role.

Participant Satisfaction

97 %	99 %	98 %
TRAINING QUALITY	SKILLS DEVELOPMENT	ADDED VALUE OF THE VIANEO METHODOLOGY AND PLATFORM

Source: Post-training satisfaction surveys – 2025 Report – 72 responses from 100 participants.

Vianeo is Qualiopi-certified for its training activities, a quality certification officially recognized by the French government.

Certification Process

Duration: 3 months to a maximum of 1 year

- Independent application of the methodology to 3 real projects selected by the participant.
- Individual and group support from the trainer (8 one-hour sessions of supervised remote practice): methodological guidance, adjustments to the facilitation approach, support in interpreting results and answers to questions.
- Methodology-based multiple-choice test and oral presentation before a panel of experts to obtain the Vianeo Expert Certification.

Teaching Methods

Training:

- Presentation of theoretical foundations and sharing of best practices for supporting innovation projects and adopting the facilitator's mindset.
- Introduction to the Business Design methodology through a card game and a practical case study.
- Application to a real project during the training: team brainstorming and synthesis exercises using the Vianeo platform, followed by presentations and discussions.
- Roundtable discussions and participant feedback.

Certification:

- Independent practice on 3 projects using the Vianeo platform.
- Project review sessions with the trainer.

Assessment Methods

Training:

- The trainer assesses participants' progress through the practical application of the Business Design methodology to their projects on the Vianeo platform and completion of the Vianeo card game.
- Between sessions, participants complete multiple-choice quizzes to validate the skills acquired.

Certification :

- Validation of the 3 real projects independently supported by the participant.
- Successful completion of a methodology assessment and the Vianeo card game.
- Oral presentation of a project before a panel of Vianeo-certified experts (duration: 1 hour, remotely).

Enrollment Lead Time

In-company

Training sessions are scheduled in advance and can be viewed on our website. Registration is possible up to one week before the start date, subject to availability.

In-house Training

The estimated lead time is 4 to 6 weeks from confirmation of the request (signed quotation). This primarily depends on coordinating the availability of participants and the trainer. The timeframe may be shortened or extended depending on the context and the level of customization required.

Testimonials



JULIEN MATRICON
BUSINESS DEVELOPMENT & INNOVATION LEAD
APHP

"For the past ten years, I have been supporting entrepreneurial projects led by AP-HP clinicians seeking to bring their innovations to patients' bedsides.
The Vianeo methodology introduced me to a seamless, intelligent and powerful tool that helps project owners develop a more entrepreneurial mindset.
The platform provides a valuable educational resource to guide them step by step through their thinking, challenge their assumptions and structure their startup creation projects when they join AP-HP's Booster Deeptech program."



DINECHE CATINAT
PROJECT MANAGER & EXPERT ADVISOR
CCI PARIS

"Vianeo has enabled me to acquire an effective methodology for supporting innovation projects, structuring the exploration of new development opportunities and encouraging deeper strategic thinking, both in corporate strategy and diversification.
Beyond the tool itself, I have developed a genuine coaching approach when supporting businesses: challenging assumptions, identifying needs and barriers, assessing the relevance of personas, analyzing the ecosystem, building value networks and structuring business models."



GERALDINE DOAT
CORPORATE INNOVATION MANAGER
FRAMATOME

"At Framatome, we chose the Business Design methodology for one key reason: to help our teams engage with the real needs of customers and end users as early as possible through exploratory interviews. This approach enables us to quickly challenge assumptions and develop high-value solutions.
I particularly appreciate the structured and systematic framework provided by the methodology. It guides teams throughout their innovation journey while leaving room for experimentation and learning."

Train the facilitators who will bring innovation to life within your organization.

Let's design a certification pathway tailored to your teams.

Request a quote