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M. LEBRANCHU

from ideas to impact
12-13 November 2014
OECD Conference Centre, Paris
OECD
Innovating the Public Sector: from ideas to
#ideas2impact
BETTER POLICIES FOR BETTER LIVES
DES POLITIQUES MEILLEURES POUR UNE VIE MEILLEURE
F. MAUDE
M. LEBRANCHU
R. ALTER
M. KIVINIEMI
J. PEREZ RENOVALES

OR BETTER LIVES
DES POLITIQUES MEILLEURES
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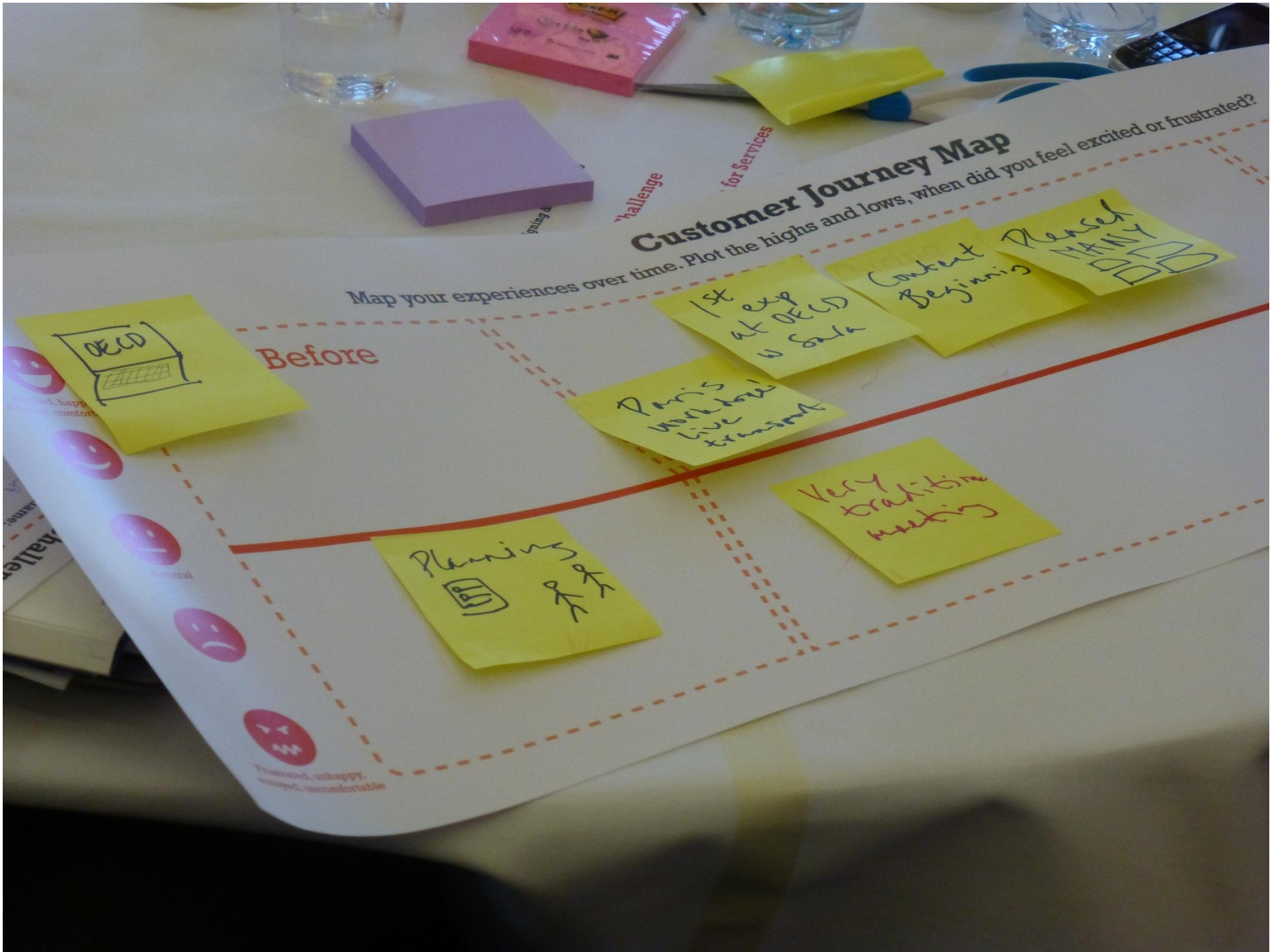
BETTER POLICIES FOR BETTER LIVES
M. LEBRANCHU
R. ALTER

RESERVED

L'innovation da
12 et 13 novem

Before
?


Customer Journey Map
Map your experiences over time. Plot the highs and lows, when did you feel excited or frustrated?
Before
OECD
1st exp at OECD w Sara
Content Beginning
Planning
Very traditional meeting

Mapping your brand experience
The Jones Family
Customer Journey Map
Before
During
After
Your Service Challenge

Mapping your travel experiences

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Digital technologies
and employment
Big data
Employment

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