INTRODUCING NEW DIGITAL TOOLS FOR PES COUNSELLORS
RAISING AWARENESS, SUPPORTING USERS AND ENSURING SUSTAINABLE ADOPTION

PÔLE EMPLOI

Incubator methodology

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01

Our
Vision

State Startups and intrapreneurship
A NEW WAY OF DESIGNING PUBLIC ACTION

An approach that ensures that the **digital services** we'll offer **will always be useful, usable and used**,

because they **answer to a real problem.**

By assuring **3 principles** :

1

The needs of **users always come first**

2

We work **without prejudging the end result or solution**. Only impact matters

3

We trust public officials, **who know the field**

INCUBATOR VISION

"

Solve problems of job seekers and recruiters
by **innovative, useful and used digital solutions**

Through an **exploratory and incremental approach**

to **assure benefits, user adoption,**

mastering risks and costs

and **assure integration to Pôle Emploi** service offer

KEY RESULTS

5,5M users of our services on 2020

10 services created
10 in incubation phase

Our services among the most used digital services of Pôle emploi

3 services that have become digital commons (Interministerial services)

La bonne alternance et Avril are also valued and scaled outside of Pôle Emploi. Interministerial services.

Talents that are revealed and confirmed skills acquired by intrapreneurs and public officials!

88% of intrapreneurs hold a position of Product Manager, Product Owner or Project Manager in the public sphere
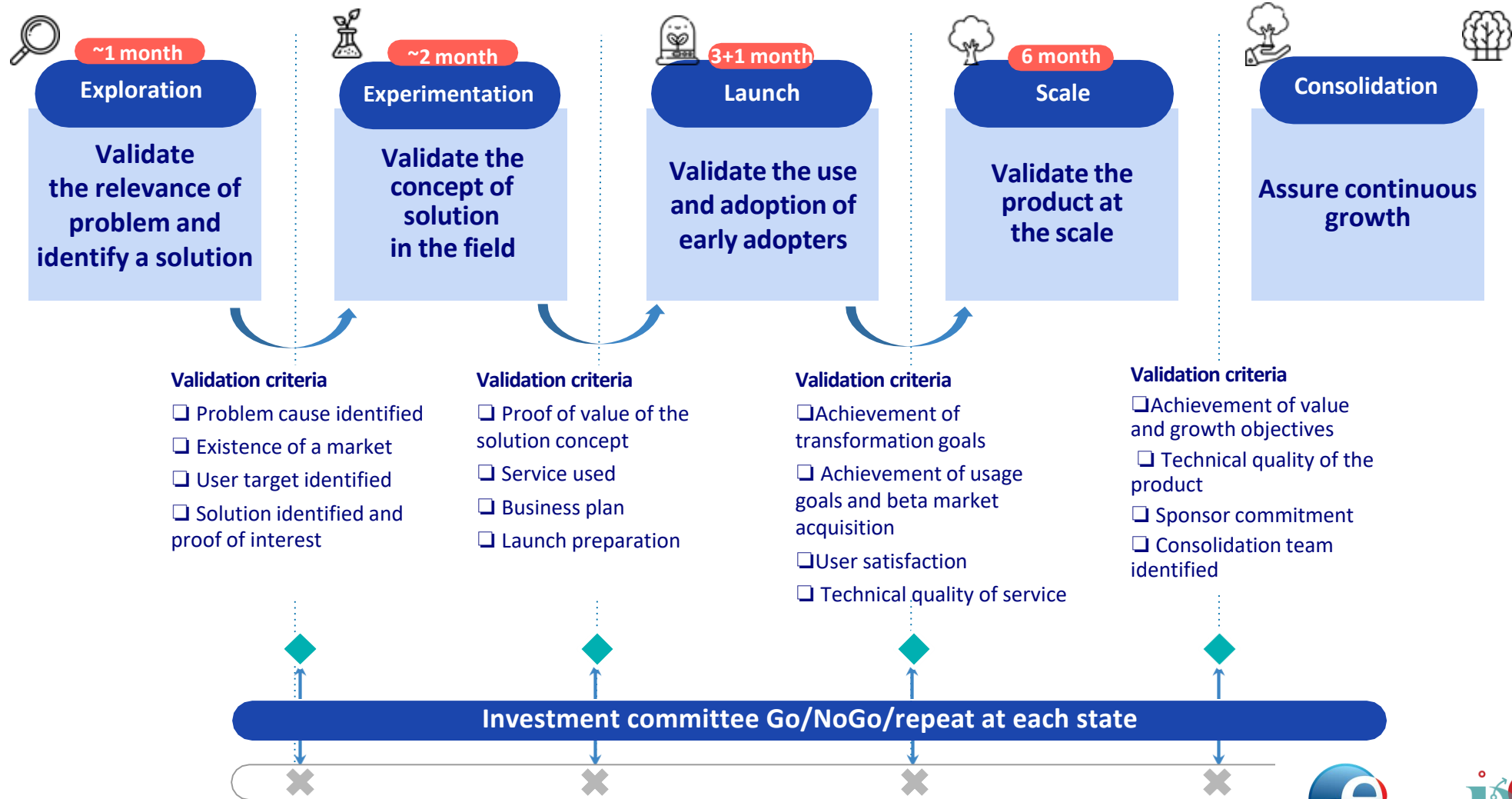
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DIRECTION
DE L'EXPÉRIENCE
UTILISATEUR
ET DU DIGITAL
Tester, Connecter, Innover

02

Our approach

TIMEBOXED, INCREMENTAL AND VALUE DRIVEN APPROACH

~1 month

Exploration

Validate the relevance of problem and identify a solution

~2 month

Experimentation

Validate the concept of solution in the field

3+1 month

Launch

Validate the use and adoption of early adopters

6 month

Scale

Validate the product at the scale

Consolidation

Assure continuous growth

Validation criteria
- ❏ Problem cause identified
- ❏ Existence of a market
- ❏ User target identified
- ❏ Solution identified and proof of interest

Validation criteria
- ❏ Proof of value of the solution concept
- ❏ Service used
- ❏ Business plan
- ❏ Launch preparation

Validation criteria
- ❏ Achievement of transformation goals
- ❏ Achievement of usage goals and beta market acquisition
- ❏ User satisfaction
- ❏ Technical quality of service

Validation criteria
- ❏ Achievement of value and growth objectives
- ❏ Technical quality of the product
- ❏ Sponsor commitment
- ❏ Consolidation team identified

Investment committee Go/NoGo/repeat at each state

~1 month

Exploration

**Validate
the relevance of
problem and
identify a solution**

1. EXPLORATION

KEY RECOMMENDATIONS	PROBLEM, MARKET & SOLUTION IDENTIFICATION
• Qualify and understand the problem **on the field.** Identify **root causes** • Identify and know the **main population** affected by the problem. Identify their desires, **habits**, and to put himself in his shoes • Identify and **qualify possible solutions**	#Observations #Interviews #Surveys (Qualitatif / quantitative) #PainPoint #RootCause #TargetMarket #EarlyAdopters #Solution Proof of interest

~2 month

Experimentation

Validate the concept of solution in the field

2. EXPERIMENTATION

KEY RECOMMENDATIONS	PROBLEM - SOLUTION FIT
• **Protoype** solution (disposable)	#LowCode/No Code #DisposableSolution
• Test solution with **real users in a real usage scenario** and environment	#KPI(Qualitatif / quantitative) #RealEnvironment
• Identify a **North Star Metric (value indicator)** different of solution use and performance indicator	#EarlyAdopters #Solution Proof of value

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3+1 month

Launch

Validate the use and adoption of early adopters

3. LAUNCH

| KEY RECOMMENDATIONS	PROBLEM – MARKET FIT
• Build and lunch Minimum Viable Product • **Launch on a Beta mode** (Small scope, target early adopters) • **Validate adoption** and collect maximum **feedback** • **Iterate and tune** solution and short cycles • Measure ROI	#MinimumValuableProduct #Beta #Small #EarlyAdopters #ROI #Agile

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BUILD A PRODUCT TEAM

Value oriented and user impact
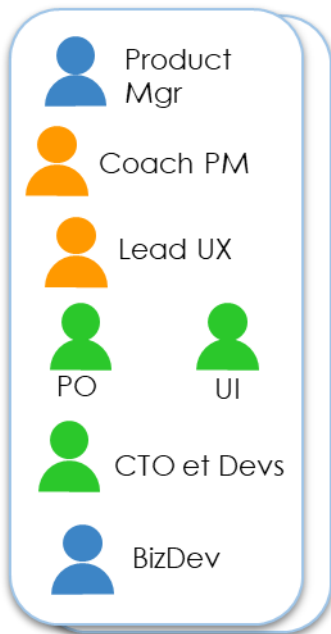
- **Success is not** on the things that have been done, nor the respect for **planning and costs. It is on the benefits/value and adoption** of the solution

- **Team leader/Product Manager is someone from the field**, a future user of the solution that has lived the pain points being solved

Empowered

- Team makes **autonomous decisions on product orientations** based on user **feedback and KPIs**

Auto-organised

- Identification, prioritization and collective distribution of actions and initiatives to be undertaken

Pluridisciplinary

- The team has all the key skills to create the product: Business, design, development, methodology, marketing

Thank you!