



What we do

In this **Post-Digital Revolution Era**, 2Way Consulting is a **compass**.

We help our customers **embrace these new paradigms**, think and act to create value.

How we work

From **strategic issues to daily behaviors**, we help our clients keep goals on track and **stay on the course**, thanks to **pioneering methods**.

What we believe

- **Digital tools** must **serve the human being**, otherwise they are **counter productive**
- Only by fostering **both reflection and action together**, we create value
- The whole is greater than the sum of the parts: our approach is **collaborative**

Our clients

Are **aware** that in the **Post-Digital Revolution Era**,
it is key to **think and act differently**
in order to be sustainable.

*They talk about their collaboration
with 2WayConsulting :
www.2wayconsulting.fr*

MERCK

L'AGEFI



Pioneering methods

- Facing a VUCA* world, we've believed in innovative methods from their very beginning such as **Persona, User Experience, Design Thinking, Collective Intelligence, Mindfulness**
- We've tailored created our own approaches for our customers:
 - **DiVA**, Digital Added Value
 - **Clientor**: your client is your daily compass
 - **Millenium**, sales in the Post-Digital Revolution Era
 - **Me at Work**, Managers actors of their behaviours
- We choose with you the most appropriate methodology for your projects and your culture.

For each service delivery

1. **Meaningful KPIs**
2. **Efficient navigation plan**
3. **Strong adhesion and self-governance** of the teams

*VUCA : Volatility, Uncertainty, Complexity, Ambiguity

Who we are

A tailor-made team of **consultants and coaches** is built to meet your specific needs. Among the 2Way team:



Anne Aime-Marie
Founder & Speaker

Expertise: Strategy, Organization & Management, Marketing, New Trends in Society, Methodologies, Mindfulness



Jérôme Marczak
Senior Consultant

Expertise : Marketing, Internal and External Communication, Digital, Branded Content



Chloé Duval
Senior Consultant

Expertise : Marketing, Communication, Digital, Project Management



Alain Muleris
*Consultant, Sales coach
Speaker*

Expertise : Sales Performance & posture, Social Selling, Motivation
Find your future customers in 100 days. Ed. Eyrolles



Anne-Valérie Rocourt
Coach

Expertise : Mindfulness Meditation, Positive Psychology, Collective Intelligence