



# How Monnoyeur successfully launched its first international innovation challenge



Innovation challenge

Employee engagement



## INDUSTRY

B2B distribution of capital goods in the industrial, energy, construction and agricultural sectors

## SPONSOR

General Management and Strategy

## TARGET AUDIENCE

**7,000**

employees in 4 business lines

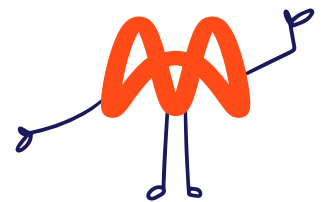
## KEY FIGURES

**2,5 billion**

in sales by 2022, founded in 1906 & present in 18 countries

- ✓ Historically highly operational and decentralized, the Group wants to unite the employees of its various subsidiaries by developing a strong sense of belonging to the Monnoyeur employer brand.

To do so, the top management decides to launch its **first international innovation challenge**. With this initiative, Monnoyeur puts innovation in the spotlight, and sends out a strong message **to encourage employees to step forward and brings out concrete, useful and ambitious projects**.



## Goals

By identifying and rewarding value-generating ideas, Monnoyeur aims **to raise awareness and acculturate its employees to innovation**.

The Group also wants to **develop an internal dynamic for sharing ideas, and to foster employees** from different entities to work together on **a common strategic project**.





Implementation time

25%

Maturity level required

15%

Long-term impact

60%



## TESTIMONIAL

A professional and reactive team that supported us with energy throughout the challenge. The coaching phase for the finalists was a real plus, allowing the project teams to approach the pitch session in front of our Executive Committee with confidence.



Laure Thoraval,  
Strategy Director,  
Monnoyeur



## Monnoyeur Innovation Challenge

### CONTEXTE

Various target audiences (operational & support)

Multilingual context

Decentralized organization

Authentication & accessibility

From designing the system to nurturing the selected ideas, Yumana supported Monnoyeur at every stage of its 1<sup>st</sup> international innovation challenge.

After an in-depth study of the Group's cultural and organizational context, Yumana's teams identified three major issues to be addressed to ensure the success of this first challenge:

- ✓ Overcoming language barriers to engage all international communities
- ✓ Leveraging non-digital communication to promote the launch
- ✓ Organizing a voting session opened to all employees

Launched in 10 languages, the idea management software is accessible to all, and the challenge journey has been designed to maximize the commitment of Group employees:

- **The ideation phase** is open to all employees, who can propose ideas around 4 structuring themes for Monnoyeur.
- Two months after the launch of the challenge, everyone can **vote for the ideas** they like best.
- Once the best ideas have been selected, the **maturation phase** begins. Yumana assists all the winners in drafting their sales pitch, helping them to put together a viable business plan, and coaching them to ensure they speak convincingly to their COMEX.
- **The COMEX and business experts take the final vote**, then award the four winners during the ceremony.

Monnoyeur  
Innovation Challenge

### Participate in Groupe Monnoyeur's first challenged innovation

Groupe Monnoyeur launches its first innovation challenge to stay one step ahead. Do you have ideas for making the Group more efficient, more competitive, more attractive and more responsible? Now's the time to share them!

The challenge is open to all Group employees - whatever your profession, country or company, you are all invited to take part in the Monnoyeur Innovation Challenge.

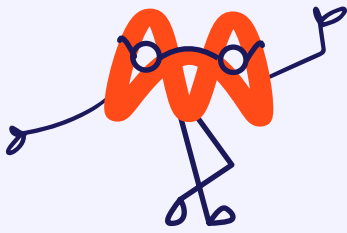


What idea would you like to share and develop to ensure that Groupe Monnoyeur stays one step ahead?





# Results



committed  
employees



initiatives  
posted



award-winning  
ideas, currently  
being deployed

## KEY SUCCESS FACTORS

### Monnoyeur's first international innovation challenge was a great success,

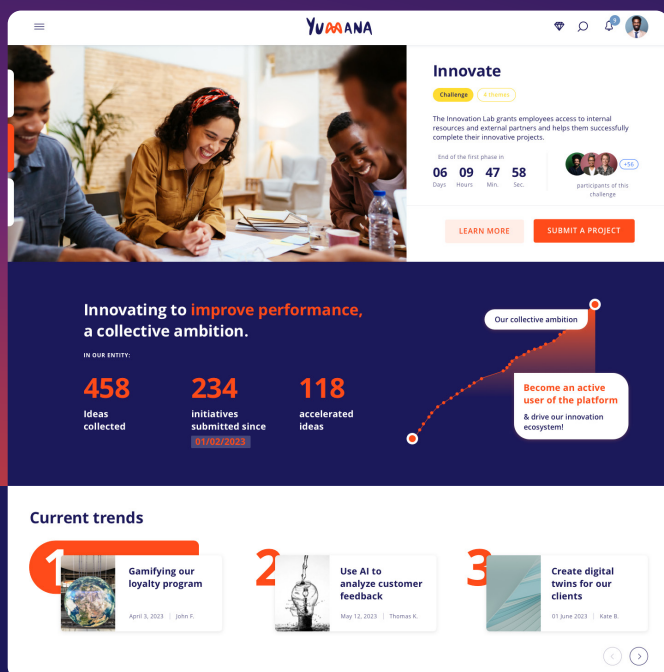
far exceeding the expectations of the Top Management.

Five key factors explain this success:

- ✓ **Top management commitment**  
to underline the importance of the challenge and generate strong traction around the program
- ✓ **Translation into 10 languages of all materials (digital platform, communications, etc.)**  
to make the challenge accessible to all and maximize employee commitment
- ✓ **A tailor-made idea management software enhanced by a visual identity entirely revisited by the Yumana design team**  
designed to facilitate navigation and boost the submission of ideas
- ✓ **A high-profile launch of the challenge, using a non-digital approach**  
to reach the target population while adding a personalized touch to the campaign
- ✓ **Operational relays in the field**  
committed and available to increase employee contributions
- ✓ **Yumana's dedicated support for the finalists in preparing their pitch to the Executive Committee**  
access to coaching sessions were communicated at the start of the challenge to reassure employees who are not familiar with the exercise



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