



'TRANSFORMATIVE INNOVATION BY EMBRACING FEMININE ENERGY'

THE FEMININE SUCCESS FORMULA

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EMPATHY

For consumers, but also colleagues, partners and... Mother Nature.

NURTURING

Ideas are fragile, it's easy to laugh at them but small or crazy ideas can become big.

INCLUSIVITY

Of course gender and culture, but also age, function, and the external world.

INTUITION

When the brain leverages expertise to connect the dots.

GRATITUDE

Research shows grateful people are likely to be idea creators.

COLLABORATION

Intention & interdependency between team members create better solutions.

When you combine all these feminine traits it creates innovation that emotionally resonates with people and brings value to your business.

WORKSHOPS

Venus Genius Workshop

A half-day foundational workshop:

- explains innovation & its process
- outlines the importance of gender diversity
- trains innovators on their feminine traits (individual & team plans).

Venus Genius Workshop

Venus Genius workshop is based on the book *Venus Genius: The Female Prescription for Innovation*. It recognizes how feminine traits unlock innovation, which requires to see beyond the obvious and to hear things that are often unspoken.

Our brain is a unique mosaic of feminine and masculine traits and can be rewired thanks to its amazing plasticity, so that any innovator can acquire those feminine traits, regardless of their gender.



WHAT

A half-day foundational workshop.
A 2-hour version is available.

FOR WHOM

Individuals and multi-functional teams who want to better understand innovation and round up their creative skills.

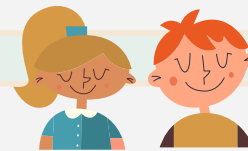
WHY

INNOVATION NEEDS BOTH
FEMININE AND MASCULINE TRAITS

FRONT-END
(discovery)

BACK-END
(execution)

IDEA



COMMERCIAL

HOW

By reviewing in detail the 6 feminine traits of the Feminine Success Formula. The session includes case studies as well as individual and group exercises.

DELIVERABLES

- A demystified view of innovation, with a better understanding of what it is, its process and how the 6 feminine traits elevate it
- Toolkit on how to acquire and practice the selected feminine traits
- Personalized action plan (at individual and team levels) on how to improve those traits to create more sustainable innovation.
- At the organizational level, rebalancing towards the feminine creates a happier workplace, which is critical to retain talents.

Empathy

Inclusivity

Nurturing

Intuition

Gratitude

Collaboration

WHY ME?

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If you would like to schedule a time to connect, please click on the link below:
<https://calendly.com/fabiennejacquet>



Can a female PhD in organic chemistry become a marketer, an entrepreneur and an author? Answer is yes! I am half-French, half-American, half-scientist and half-marketer... yes I know, two many halves, but as we say in French: “when you love, you don’t count”.

Innovation has been my love, for more than 30 years: short-term, long-term, fundamental, external, open, strategic,... with a proven track record at Fortune 500 companies.

I’ll be happy to support you in your innovation journey.

You can also book me to speak about the 6 feminine traits importance to innovate in specific domains like cybersecurity, finance, energy, well-being,...

Another resource is my book: *Venus Genius – The Female Prescription for Innovation*, where I explore innovation through the feminine lens.
Available on Amazon: https://lnkd.in/dXbs_WK

THANKS!



Illustration by Xue Bai