

# BIG PICTURE 2017



L'ORÉAL



## Feedback from L'Oréal's coaches

For **Borane Or**: *“Most of the students succeeded in creating good connections quickly within their teams. The synergy between IFM students and ESCP Europe students was particularly remarkable and each group showed a real ability to "unravel" the problem and a capacity for imagination, even if early in the week it was necessary to channel ideas.*

*I witnessed strong motivation to tackle the complex topics in each working group's room!”*



**Clément Fargues**, Campus manager for L'Oréal returned to his school (Alumnus - MS in Human Resources Management) to meet students and give guidance. He answered 3 questions:

**- Big Picture: a business game or something else?**

*First of all, Big Picture is the meeting between two institutions of excellence – ESCP Europe and IFM - that allows students from different paths to create connections and to work on a real-life common issue from L'Oréal.*

*It is a unique occasion for students to look at the big picture and to dive into our strategic challenges.*

**- Big Picture: an opportunity to discover talent ?**

*We are constantly looking for Talents at L'Oréal and Big Picture allows us to identify the very best talents for the company. It's One week to be a L'Oréal collaborator.*

**- A learning exercise for students, but not only: what input for business?**

*First, I was very impressed by the quality of the presentations. We have high expectation at L'Oréal and the students from ESCP Europe and IFM were able to bring innovative ideas for our business. It's always interesting to get the enriching power of an external point of view.*