

WORKSHOP DESIGN & ART THINKING

FOR A STRATEGIC VISION

October 1st & 2nd, 2025



Organized by



In collaboration with



日仏経済戦略研究所
Institut d'économie et de stratégie franco-japonaise

HIS



“WHERE STRATEGY MEETS CREATIVITY, AND IMAGINATION BECOMES A TOOL FOR FORESIGHT”

What if your KPIs and business plans, solid as they may be, were not enough to draw the vision your organization truly needs?

Numbers can guide.
But they cannot create.

To think differently, you sometimes need to step outside the frame and dare to explore new paths. Designers, architects, artists... they know how to break the codes to go further.

If you feel your business strategy is going in circles, **this two half-day workshop will give you intuitive methods and creative tools** to broaden your perspective, alongside an expert coming straight from Japan.

Speaker

Yasuhiko Izumimoto

President of the Institute of Economy
and Strategy Franco-Japanese Inc



October 1st & 2nd, 2025



Venue: HIS Paris office | 2 rue du Renard 75004 Paris

Language: English

CONTENT

OBJECTIVE

To explore how design thinking, enriched by art thinking and strategic foresight, can become a powerful lever of transformation for organizations navigating a complex world where sustainability, innovation, and meaning converge. This two-part workshop is designed for decision-makers, entrepreneurs, designers, and professionals seeking to integrate a new interpretive framework into their strategic and creative practices.

ABOUT THE SPEAKER

YASUHIKO IZUMIMOTO



President of the Institute for Franco-Japanese Economics & Strategy (Paris & Tokyo), former Principal, Strategy Consulting at PwC, and expert in strategy, organization, design thinking, sustainability, and foresight. His unique approach bridges classic consulting methodologies with the evocative power of art and the creative potential of design, offering a renewed lens on business models across Japan, Europe, Africa, and the US.

GUEST DESIGNER

GOLIATH DYÈVRE



He graduated from the École Nationale Supérieure de Création Industrielle (ENSCI) in Paris in 2009. That same year, he founded his own design studio. He has received numerous awards, and his work has been exhibited in major galleries and museums, including the Vitra Design Museum, the Power Station of Art in Shanghai, and the Musée des Arts Décoratifs in Paris.

He designed the HIS concept store (2016–2025), created showcases for Hermès (2020), and was awarded the Grand Prix de la Cité Internationale de la Tapisserie in Aubusson (2015).



KEY CONCEPTS EXPLORED

- What does strategy mean in a shifting world?
- How can sustainability be embedded at the core of a value creation model?
- What are the differences between design thinking and art thinking?
- Why does thinking through images (Visual Thinking Curriculum) enhance decision-making?
- How can we reconcile social meaning, economic performance, and imagination?

WHO CAN ATTEND?

This workshop is designed for a diverse audience:

- Executives, entrepreneurs, designers, CSR leaders, consultants, or innovation professionals – anyone curious to reimagine the intersection of strategy, design, and sustainability.
- ☕ Coffee/tea will be served before each session.
- 📄 Working materials will be provided.



TEACHING FORMAT

- An engaging mix of theoretical content, visual demonstrations, open discussions, and participatory workshops. The overall approach is transdisciplinary and intercultural at the crossroads of design, strategy, and imagination.

PROGRAM



DAY 1 – OCTOBER 1ST, 2025

🕒 9:00–12:00

Introduction & Immersion

- Welcome note (CEFJ)
- Introduction of Yasuhiko Izumimoto – background & vision
- Demonstration: Visual Thinking Curriculum (group analysis of an artwork to activate lateral thinking)

Interactive Conference

- Business environment: macro vs. micro perspective
- Strategy as navigation through uncertainty
- Why integrate design and art into strategic thinking?
- Case studies (international companies & initiatives)

🗨️ Participants Exchange

- Q&A session
- Open discussion around current practices

DAY 2 – OCTOBER 2ND, 2025

🕒 9:00–12:00

Business, Strategy & Art discussion

- Reflections and follow-up from Day 1
- Dialogue on creativity as a catalyst for transformation

Collective Intelligence Workshop

- Small group discussions (3–4 people)
- Rapid feedback: one idea, one conceptual prototype, one “blind spot” identified

🗨️ Closing Session

- Key insights and practical takeaways
- Designer’s contribution: presentation and discussion with Goliath Dyèvre
- Closing remarks

KEY TAKEAWAYS

PRACTICAL TOOLS

to integrate design and art thinking
into your strategic process.

NEW PERSPECTIVES

to identify blind spots and unlock
creative solutions.

A FRAMEWORK

to align sustainability, performance,
and meaning.

DIRECT INSIGHTS

from Yasuhiko Izumimoto's international
experience (Japan, Europe, Africa, US).

INSPIRATION

from designer Goliath Dyèvre on space,
objects, and creativity.

A NETWORK

of like-minded professionals exploring
the intersection of strategy
and imagination.

REGISTRATION & FEES

MEMBERS

90 € TTC

(SPECIAL LAUNCH PRICE
- INSTEAD OF 120 €)

NON MEMBERS

150 € TTC

(INSTEAD OF 180 €)

CREATIVE DUO OFFER

**BUY ONE SPOT
GET ONE FREE**

**Bring a person
of your choice**

(valid for the first 5
registrations received from
24th September).



**REGISTER BEFORE
26TH SEPTEMBER**

**REGISTER NOW TO SECURE
YOUR SPOT AND BE PART
OF THIS EXCLUSIVE PILOT
EDITION.**



Venue:

**HIS Paris Office, 2 rue du Renard,
75004 Paris**



Dates: October 1 & 2, 2025



Time: 9:00 – 12:00 (both days)



Language: English



Limited seats: 15 participants only

**REGISTER ON
WWW.CEFJ.ORG**

ANY QUESTIONS?

Contact: Aurélia Dejulliard

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BEING PART OF THIS
JOURNEY WHERE
STRATEGY MEETS
CREATIVITY!**

**DON'T MISS THIS
EXCLUSIVE PILOT
EDITION.**

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