

CASH TALK.



UNLEASH YOUR **INNER ENTREPRENEUR**



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UNLEASH YOUR INNER ENTREPRENEUR

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**LUCIE SOCRATE**

presents

# CASH TALK.

a space for open, face-to-face dialogue  
and idea generation, designed to help you  
unleash your inner entrepreneur.

# THE ORIGIN



**We often struggle to articulate our ideas in a way that is clear, concise, impactful and fully realized.** Yet, it's invaluable for society when everyone can contribute their part to the bigger picture.

Today's economic, social and environmental context is increasingly strained. Acting with integrity and making a positive impact have become central to our priorities. **Nurturing and retaining talent**, especially in times of tighter recruitment budgets, is a powerful catalyst for sustainable growth and development - for both businesses and entrepreneurs alike. In particular, **intrapreneurship serves as a key driver of progress** within organisations.

My experience in the corporate world and as an entrepreneur has taught me one fundamental truth: individual success only triumphs when it serves the collective. **There's nothing more rewarding than shared success.**

We are like ants - small yet each uniquely capable of making a meaningful impact. **Within every one of us lies a light, waiting to shine for the greater good.**

It is with this perspective and these deeply held convictions that I created **Cash Talk**.

# USE CASES



**For intrapreneurs,** I offer guidance through the key stages of your project:

- From inception [ proof of concept, minimum viable product, business case, ally strategy and support in assembling the project team ].
- To launch [ business model, business plan, offer development, organisational strategy and assistance in recruiting the initial resources ].
- All while taking into account your strengths and the unique context of the organisation you work for.

**For entrepreneurs:** Support with POC, MVP, BM, BP, team building and crafting your brand narrative.

**For everyone:** Encouraging you to invest in the entrepreneur within yourself and master the art of turning challenges into opportunities.

My areas of expertise include: **interior design, product design, craftsmanship and fine craftsmanship, fashion, luxury and the emerging circular economy industry.**

# THE CONCEPT



Inspired by Greek maieutics - the art of bringing forth knowledge or ideas through questioning - **Cash Talk** empowers you to express your insights, skills and intuition freely, within the scope of your professional responsibilities.

Through constructive dialogue, **Cash Talk** gently challenges you, encouraging you to push your boundaries while fostering a supportive environment. It invites you to see your surroundings in a new light, helping you find solutions.

The one-to-one format embodies confidentiality and creates a solid foundation for a trusting, safe space.

# THE PROCESS



You are at the helm of an intrapreneurial or entrepreneurial project that is proving challenging for various reasons - whether clearly identified or not.

You want and need to gain a deeper understanding of yourself to unlock your strengths and navigate your environment, enabling you to apply them with clarity and authenticity.

The first step is to clearly define your objectives. Next, at a frequency that works best for you\*, we'll hold one-to-one sessions to explore them further.

### **The core principle is simple:**

- **I ask you questions;**
- **You respond as simply and honestly as possible;**
- **I challenge your answers, sparking a back-and forth of open exchange, ideal for ideation;**
- **And we repeat, until everything flows more smoothly.**

**To put it plainly, you come to spar - and to be sparred with!**

e.g.: 2 hours per week for 6 months; 2 to 4 half-days per month for 1 year



**« It's like having a smart, trusted friend  
who's also your business sparring partner  
– someone who has no agenda other than helping you  
and your company achieve the best possible outcome. »**

**CASH TALK** client (Director of Innovation @CHANEL Fashion)

# Who am I?



*Lucie*, from the Latin Lux, meaning light.

*Socrates*, the Greek philosopher of the 5th century BC, believed that each person holds knowledge within themselves, even if they are unaware of it. All it takes is practising the art of questioning – maieutics – to uncover it.

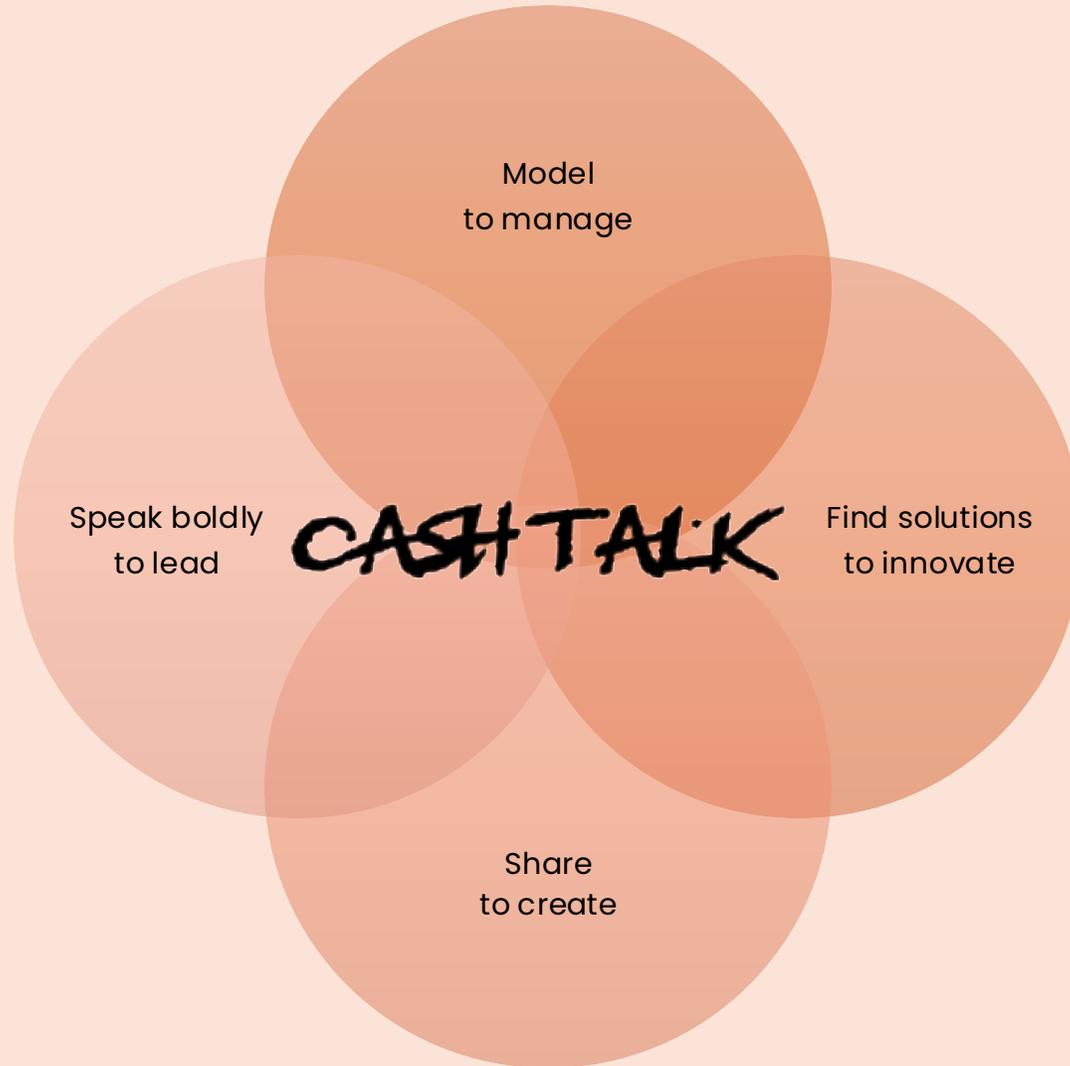
Some might say I truly live up to my name (yes, it's my real one!). Everyone will tell you that I am a free, determined woman, dedicated to uncovering the light within each person, for the greater good.

In 2022, after ten years in finance and management at Chanel, I founded my eponymous interior design studio, driven by an unwavering desire to create unique spaces that reflect the souls and bodies that will inhabit them.

Today, as from the start, I approach every project with a natural drive to challenge the status quo, a sincere, direct and kind attitude, and a determination to surprise by creating what feels truly right.

In 2024, I created Cash Talk to formalize a role I've already been playing behind the scenes: helping more clients unlock their potential in their professional projects and contributing to building collective successes where everyone finds their place.

**For over five years, this approach has been tried and tested by a diverse range of clients:** project directors, team managers, intrapreneurs in the luxury sector, entrepreneurs in interior design and successful startup founders in the circular economy (*references and testimonials available upon request*).



***Cash talk*** is the  
culmination of 15 years of  
professional experience  
and almost 40 years of life's  
journey.  
It stands at the crossroads  
of four distinct realms of  
expertise and perspectives.

# THE PACKAGES



- **Sprint:** 3 x 2-hour sessions over 2 weeks
- **Endurance:** 2 hours per week for 6 months
- **Marathon :** 2 to 4 half-days per month for 1 year
- Tailored Solutions: Custom plans available

*Sessions available online (Zoom, Teams, ...)*

*Quote on request for all packages.*

**10% of all fees are donated to charities close to my heart.**

# CASH TALK



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At the start of his career, Oscar Niemeyer stood before a ramp that would later become a hallmark of his signature style.

In the twilight of his long life, he repeatedly emphasized that in life, **profession matters less than friends, architecture less than passions, and success less than fraternity.**

Oscar Niemeyer au début de sa carrière, devant une rampe qui sera plus tard un pan de sa signature. Au soir de sa très longue existence, il n'aura de cesse de répéter que dans une vie, le métier compte moins que les amis, l'architecture moins que les passions, la réussite moins que la fraternité.

