

Making a difference

Having worked in several different fields (accounting, distribution and IT), Jérôme was ready to do something completely different. He chose to go behind the scenes and analyze opportunities for clients to improve their performance. *«I chose Proaction for its different approach. It examines behaviours while considering the financial gains, but does not risk a business's continuity by only focusing on these areas.»*

STEADY PROGRESS

«I started at Proaction as an Analysis Manager, and it's no secret that I'm aiming to become Vice-President of Analysis in the next few years!» Proaction has always put effort into developing its resources while applying the same approach to its clients, making it very methodical. Proaction's values, culture and coaching are just a few ways it encourages its team members to push themselves continuously and make every day a challenge and a success.

MAKING A MARK

Analysis is quite different from the work done by employees assigned to projects. In analysis, everything moves quickly and requires constant adaptation because a new analysis starts each week. *«In each analysis, we learn about a new client's situation and have to quickly understand what each business experiences on a daily basis.»* A new analysis for us often means a new industry, a new country or a new language.

Many of our analyses strongly impact our employees, like the one conducted in a cancer institute. *«These types of analyses add another aspect to our work. We always strive to improve productivity, but in this particular case, we also wanted to improve the quality of the services provided to patients.»*

EMPLOYEE RECOGNITION

Employee engagement is very important at Proaction, which is why the company organizes a number of social activities. *«These activities let us know that our work is appreciated and give us an opportunity to socialize with our colleagues and also thank our spouses for supporting our work.»*

Outside of work, when Jérôme needs to unwind, he turns to swimming, one of his greatest passions. Swimming 2 000 metres always makes him feel great, both physically and mentally.



JÉRÔME CÔTÉ
Analysis Director 

AN ADVICE ON HOW TO SUCCEED AT PROACTION?

«If you're prepared to push yourself every day, then Proaction is the place for you. Whether in the business's culture itself or in meeting our clients' numerous challenges, everyone finds their place. And you can be sure that your work will never be boring or routine.»