



Lydia MARTIN, Industrial Psychologist
Fluent French, Spanish and English

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For more than 20 years, I'm supporting organizations, managers and employees in the changes they encounter individually and / or collectively in their work.

My main missions

- Deployment of **innovative learning devices and "blended learning"** (e-learning, webinar, virtual class ...)
- **Design of educational content** for tablet games, serious games and escape games (script writing and choice of game mechanics)
- **Gamification** of existing educational content
- Design and animation of **team seminars and tailor-made training** modules:
 - Topics: *incivility, non-violent communication, emotions, stress management, QOL awareness, crisis management, emotions...*
 - Methods: *games, role playing, photolanguage, drawing, forum theater*
- Prevention and retention of people in **addiction**

Research activities

- Research on the use of games in companies: anchoring and transfer of learning
- Research project on the use of virtual reality in an oncology department
- Smartphone-type detractors research project

My references

Pôle emploi - CNAM - UNIFAF - AP HP - Bégin Hospital - Microsoft - Thales - AXA - MAIF - Total - Skema BS - IAE Paris - EDF - Fédération des Addictions - ADDITRA

Author of the book: "The use of serious games in business: re-creation or managerial instrumentalization?" » <https://www.editions-eres.com/ouvrage/4280/l-usage-des-serious-games-en-entreprise>

Professional experience :

Since 2017: Industrial psychologist – Digital Learning Manager
Ceo LM WORKING MEDIACREA

Teacher at IAE Paris –Sorbonne (Work Psychology course)

2003 - 2017: HR and digital consultant BPI Group

2001-2003: Change Management Consultant - Accenture

Diploma:

Doctor of Psychology, CNAM (2015)
Associate researcher - CRTD-CNAM
Industrial psychologist, CNAM (2011)
Intervener in Prevention of Professional Risks DIRRECTE - IDF

DU Coaching, Paris II (2006)

Master in Management option HR (2000)
SKEMA BUSINESS SCHOOL - Sophia-Antipolis Campus

Certifications: MBTI, OPQ 32, 16PF, WAVE