

ALIATH

BECAUSE FORTUNE SMILES ON THOSE WHO DARE... TO SEEK ADVICE!

There is no coincidence in the success of companies that perform sustainably. Behind a successful company's performance, there are always leaders who take risks, who dare to push the limits and who reveal themselves through ambitious and innovative strategies. But let there be no mistake, these inspired leaders are not alone, they share the willingness to seek advice from men and women they trust, who are able to challenge, support and control the corporate strategy.

It is in fact only through good corporate governance that ruptures are anticipated, risks assessed and growth opportunities identified; and after all, that a strategy for the future is developed, one that can support the company's performance sustainably. It is the key to success, as well as the conviction of **Aliath**.

And what is good corporate governance? According to **Aliath**, the governance that companies need today is somewhat different from what it was yesterday. Different because the world has changed, has become more complex and has tightened the conditions for success of a growth strategy. Different because regulation today creates new rules of conduct which need to be properly assessed in order to be changed into opportunities.

Different, finally, because it is more demanding to meet the world's new challenges, which **Aliath** summarises in three capabilities inherent to the development of a sustainable strategy: the capacity to innovate and innovate in times of rupture, the capacity to take into account its overall ecosystem by getting to know its stakeholders and their new aspirations, and the capacity to seek growth opportunities where there is growth, which is to say in emerging markets.

Such are the thoughts about governance that have driven the development of **Aliath's** activities over the past few months and that we would like to share with you in this newsletter.

We hope you enjoy it.

Dominique Druon
President and founder of Aliath

+ BUSINESS

A PROFESSIONAL BOARD OF DIRECTORS, THE WINNING ASSET OF SUSTAINABLE STRATEGIES

Within **Aliath**, we believe that a sustainably successful company is one that places its growth strategy at the heart of its corporate governance. We have thus developed an advisory service dedicated to chairmen of the board to enable them to meet their three main challenges to allow their company to grow sustainably:

1. **Adapt the strategy to the company's situation**, with **advice on strategic planning**, from the definition of a growth strategy to its effective implementation, by suggesting among other things the creation of an advisory strategic committee;
2. **Optimise funding in line with corporate milestones**, with **advice on the choice of financing**, from a financial assessment to the search for funding partners;
3. **Associate the governing bodies to the company's challenges**, with **advice on how to professionalise corporate governance**, by thinking through the composition of the board of directors, its development and its leadership.

For more information, please [contact us!](#)

UNDERSTAND THE SPIRIT OF THE LAW AND USE IT TO ACCELERATE THE COMPANY'S GROWTH

Aliath challenges the heads of SMEs on the sustainable growth opportunities that arise from a fine understanding of the new corporate governance legislation (Copé-Zimmermann law, update to the AFEP-MEDEF governance code, Grenelle 2 CSR law, Employment Security law).



During the breakfast meeting organised by the AFDEL (French Association of Software Editors and Internet Solutions) on 18th September around the theme "*Business leaders: Towards a new corporate governance for SMEs*", Dominique Druon chaired the discussion called "*Taking advantage of new legislation on corporate governance to support your company's strategy*" together with KPMG and law firm Kalone.

The head of **Aliath** insisted among other things on the benefit of understanding the spirit of the law: although it does not yet apply to SMEs, it encourages every organisation to professionalise its governance. "*Make no mistake, this is not about being ahead of*

regulatory compliance, it's about understanding the underlying agenda, the spirit of the law, to anticipate and more importantly, to take advantage of changes that aim to strengthen governance and therefore to enhance sustainable corporate performance", she highlighted to business leaders.

+ EVENTS

ALIATH TEAMS UP WITH A LEADING BUSINESS SCHOOL TO SHAKE THINGS UP

Dominique Druon is now involved in ESSEC's certified training course aimed at women corporate directors.



This course, called "[Women Be European Board Ready](#)", is part of the WOMEN-ESSEC programme which aims to support women who seek director positions within Executive Committees or Boards of Directors.

ALIATH SUPPORTS DIRECTORS AS THEY SEARCH FOR AND TAKE UP BOARD POSITIONS

Aliath has just launched two exclusive offers aimed at board directors:



Becoming a Director - *Be Board Ready*, a custom offer to support the process of searching for a board position.



Succeeding in your first steps as a Board Director - *Be Smart on Board*, a custom offer to support those taking up a new director position and help them through their induction period.

Testimonials...



"Analyse the whole of your experience and determine where you have expertise", *Odile Roujol, Head of Brand and Communication Orange France.*

*"To be an independent director, you need to analyse the whole of your experience and determine where you have expertise. Discussions with Dominique Druon from **Aliath** helped me understand the kind of company that would benefit from my profile: customer service and customer experience featured across my operational responsibilities, as well as changing business models in the digital era."*

Odile Roujol joined in August 2013 the Board of Directors of Groupama.



"Know where you are headed before applying for a director position", *Bénédicte Rifai, Senior VP Finance, Risk & Finance Officer, Insurance Division EDF Group.*

*"After becoming a director in a subsidiary of the group I work for, I decided to hone my professional skills and bring my expertise to other boards outside the group. After taking the course Women Be European Board Ready at ESSEC, I contacted **Aliath** to benefit from their advice on how to prepare for another directorship and on the most suitable governance for a given structure. We did a full review of the situation [...] and when I was called for an interview through an IFA application, I knew exactly where I was going. I was right on the mark and was offered a director position in an SME."*

Bénédicte Rifai joined in October 2013 the supervisory board of an SME in the energy sector.

You are an independent director searching for a position or you have just joined a corporate board?

To benefit from our advice, please [contact us](#) !

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DOMINIQUE DRUON IS INTERVIEWED BY AGEFI AT ITS 2013 CORPORATE GOVERNANCE AWARDS



L'AGEFI

During its 2013 Corporate Governance Awards ceremony on 18th September, AGEFI interviewed Dominique Druon. Selection of employee representatives, their impact on business conduct, impact on SMEs of the Afep-Medef governance code... The full interview was published in the report "*Modern and energised corporate governance*" of the AGEFI HEBDO.

[Download the entire file.](#)



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