

+ aliath

aliath celebrates its second anniversary in support of corporate governance

Created in late 2011, **aliath** has just celebrated its second anniversary and has taken the opportunity to make a first assessment of its work in the field of corporate governance, a topic that is still only emerging

In two years, **aliath** has criss-crossed France to meet the people who embody corporate governance (Chairmen and CEOs, board directors, investment funds) and bring it to life every day in their businesses (large companies, small- and medium-sized companies, family businesses). **aliath** has drawn from these discussions several strategic priorities that now make up its service offering:

- customised advisory support for chairmen in their strategic thinking and their relationship with the financial ecosystem;
- support and induction for board directors searching for new positions;
- support to mainly small- and medium-sized companies in implementing strategic committees, boards of directors or supervisory boards.

Moreover, convinced of the need to provide women directors with all the necessary tools to access top management positions, **aliath** has been involved for several months in training programmes aimed at enabling future female candidates to apply for board positions.

Finally, in support of the ground work it conducts with governance players, **aliath** has participated since its launch in initiatives aiming to increase awareness about governance issues and regularly comments in the press.

Through this newsletter, an update of **aliath's** work, I would like to share our ambition to become a leader in France on corporate governance. This ambition has grown over the last few months as the market gradually changes and impacts the

future of our companies in France and abroad. **aliath** is more than ever confident in its service offering and the value it adds to support smooth and sustainable corporate growth.

I would also like to thank you for your trust over the last two fascinating years. I look forward to working with you closely in the future in support of your corporate governance.

"Good governance lets a director turn his eyes to the sky and keep his feet on the ground".

Dominique Druon
President and founder of Aliath

For more information on **aliath, please go to our website:**
www.aliath.fr

+ business

Give power back to employees: a winning strategy



When Vineet Nayar published in 2010 "Employees First, Customers Second: Turning Conventional Management Upside Down", it was like setting the cat among the pigeons. We were struggling with the crisis, all eyes riveted on the business, and employees were low on the list of priorities. Nevertheless, the book was noticed by Fortune magazine, it was passed around among business leaders, including French ones, who found that it resonated with their deepest convictions.

Today, as the book has gathered attention and Vineet Nayar received several awards (he is now a member of the very selective "Thinkers 50" list) for his innovative thinking –the London Business Schools refers to him as a "leader in organisational innovation", we seek to understand this success and how these lessons can be applied.

For **aliath**, this success mainly rests on two observations. Firstly, trusting, accountable and engaged employees become an endless source of creativity and performance for the company. Secondly, companies, blinded by external pressures and focused on their customers' needs, have forgotten for

way too long how much their own employees can contribute.

It is by taking this into account that **aliath** invites and supports managers to not only focus on strategy but also on the way in which it is implemented and conveyed internally. *"More often than not, when we speak of strategy, we refer to the business model without bothering with what it means in terms of management model. But a transformation is never just a transformation of the business model, it is at least as much a transformation of the management model",* says Dominique Druon.

Therefore, through its audits and monitoring of strategy implementation, **aliath** allows top managers to benefit from the "mirror effect". By eliciting a constructive dialogue with employees on corporate strategy, by confronting it with their experience, the manager has access to a good mirror to assess the existing risks and opportunities. At the same time, he gives back trust and empowers employees who become all the more loyal to their company and perform to higher standards on a day-to-day basis.

For more information, [Contact us!](#)

+ events

aliath speaks at the Family Business Network

aliath was a speaker at the Family Business Network morning conference on 20th February on the theme: *"How to combine family governance and corporate governance effectively to achieve a sustainable growth strategy?"*.



This presentation, addressed to a group of small- and medium-sized family companies, aimed among other things to demonstrate the benefits of appointing a strategic advisory committee in support of family governance. According to **aliath**, while a strategic committee is not a surrogate for a corporate vision implemented by an inspired and engaged management team, it is a way to secure the corporate growth strategy and to support its implementation. Firstly, it helps nurture management's ambition realistically by opening new perspectives (digital,

international, financial, etc). Secondly, and this is its key characteristic, it puts an end to the CEO's isolation by shedding light on his/her decisions while still empowering him/her. Finally, it operates in full respect of the nature and family history of the company.

+ press

aliath participated in the programme "Everything can change" on the theme : "Where are the ladies?", on 3rd March 2014



While France comes through as one of the worst performing European countries in terms of gender equality, as was recently evidenced by an international study on this topic, the monthly programme aired on France 3 called "Everything can change", presented by Laurent Bazin, focused on this subject by broadcasting a two-hour exclusive investigation. Dominique Druon, CEO of **aliath**, was asked about the place of women on corporate boards.

[Listen to her comments in the show's podcast \(minute 6'\)](#).



On 7th March 2014, aliath participated in the DoubleYou* conference on digital development and its impact on diversity and corporate performance



As part of the annual DoubleYou conference, Dominique Druon spoke in a round table mediated by the *Expansion* journalist Danièle Licata: "Is the digital transformation an opportunity to develop diversity and drive corporate performance?" In her speech, the head of **aliath** recalled that digital technology has a noticeable impact on corporate business models and that it has become necessary to include directors with these new skills in corporate boards. She highlighted that women, who are traditionally heavy users of e-commerce

websites, have developed these skills. They are very good at addressing the digital challenge within companies, and advocate it increasingly within corporate boards: *"in many boards, the women are the ones who bring this strategic [digital] vision."*

(*) *DoubleYou* is the women's network of *Orange Business Services*.

Aliath answered *Lille's Agency's* questions on gender balance in corporate boards in early March



lille's agency

As part of **aliath's** development in the Nord-Pas de Calais region, Dominique Druon commented on *Lille's Agency's* blog about the position of women in corporate boards. Despite genuine efforts in response to the Copé-Zimmermann law, the share of women on corporate boards is still low, she says, adding that *"as fully fledged consumers and clients, it is natural that they should participate in the company's strategic plan"*.

(*) *Lille's Agency*, a consulting firm on corporate development.

[Read the entire article on the *Lille's Agency* blog.](#)

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