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## **Influential French Chairmen commit to Redefining Leadership**

*Key French business leaders in three of the largest French companies, covering a combined total of about 500.000 employees, have come together to commit to rethinking our view on Leadership.*

Jean-Paul Bailly, Honorary Chairman of La Poste Group, Bertrand Collomb, Honorary Chairman of Lafarge Group, Henri Lachmann, former president and CEO of Schneider Electric, and Paule Boffa-Comby, President & LEAD co-author a refreshing perspective on successful leaders today.



## **ReThink Organizations : Give purpose and confidence in order to transform crises into opportunities.**

"The business world continuesly to experience profound changes which companies must adapt to in order to not only survive, but succeed in the long term. Globalization and the complexity have change operating rules and standards. Technology has changed how we do business and challenged traditional business models. A focus on financial success leads to a predominance of short-term decisions and reporting tools are developped beyond what is necessary to manage a business. Digitalization has reduced distances but simultaneously distends links between people, reducing the number of authentic relationships. The combined competitive and economic pressures generate stress and fears which filter throughout the organization.

These changes have had a profound impact on both organizational models and leadership style. An ability to adapt quickly is needed more than ever in our large organizations.

Faced with these changes, managers and organizations need to re-invent themselves if they wish to remain able to perform their first corporate mission: to generate wealth, not only material but also intangible, for the diverse audiences of shareholders, customers, employees and society in general.

If the traditional role of a leader remains unchanged: develop a clear strategic vision, manage innovation, lead and control economic efficiency, the levers are clearly different:

- **Have CONFIDENCE that the human factor is a key element to the economic success.** Focus on creating a collective team-spirit and a sense of general interest. Both are essential to avoiding territorial or conflict of interest issues which undermine effective initiatives.
- **Instill TRUST and restore meaning** to increase the company's potential and allow teams to mobilize and give the best of themselves, whilst transforming constraints and crises into opportunities.

For leaders, this means consciously making the decision to ensure that the human and team element is at the heart of their strategy, as key to the success of the business. They need to believe that every employee has the ability to excel and solve problems, once they are placed in a positive environment. High expectations and appropriate openness and support are the essential elements for long-lasting success.

Together, let us reinvent leadership models where everyone has the ability to use initiatives, take responsibilities and fully commit to giving the best of themselves to serve collective success.

This is now the main challenge for leaders and large organizations. A challenge to not only create even more wealth and shared-and-sustainable growth, but also to satisfy both the leaders themselves, the employees, shareholders and all stakeholders.

We believe in a new form of leadership. **Trust and Confidence.**

*Co-authors:*

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