

BY FABIEN PRÉVOST  
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## Technically (politically) unclear

When used to describe colours, ideas, messages, organisations, waters, visions or motivations, the adjectives “unclear” or “murky” never bode well.

There are many unclear and murky aspects to our political system. Is this a consequence of our democratic organisation choices, aimed at respecting principles of equality to the detriment of the objective criteria of efficiency and performance?

Take our French presidential voting system, for example, with its two-round majority. Each election shows how much the system is unable to clearly represent what would be the optimal choice of voters. The nomination of the two final-round candidates is clearly affected by the presence in the first round of “small” candidates who have no real hope of being elected but instead disperse the votes of the leader of the political movement. Back in 2002, Taubira's candidacy prevented Jospin from qualifying for the second round, to the benefit of Le Pen, while the withdrawal of Pasqua (who had succeeded in obtaining his required 500 signatures) served to favour Chirac's success.

The same happened in this year's election, with the presence of Dupont-Aignan favouring Macron by absorbing the votes of his direct rival

Fillon, while an alliance of the left would have led to an entirely different result if it had happened.

Once again, the final result hinged on a few per cent of votes for minor candidates. Yet alternative systems exist:

- approval voting (as in the municipal elections in France), which serves to constitute a list;
- preferential voting (as in Australia, Ireland and San Francisco, for example), in which candidates are ranked by order of preference;
- and majority judgement voting (used in sports competitions), whereby honours are attributed to each candidate.

All these systems would serve to better express the various sensibilities of voters, to choose the optimal objective and to avoid tactical voting in the first round, since voters would have to choose a single name<sup>1</sup>.

The end result is, we have a president elected by circumstance (voting system and campaign saga), whose team members we do not know yet<sup>2</sup>, apart from his wife (who is called Brigitte, and not Iggy Pop as I overheard recently in a café). Let's trust he chooses the best people. He does promise a great deal of hope.

It is astonishing that the presidential elections in most democracies are based on fragile and unfair selection techniques. The governance systems of companies and countries are radically different, though the concerns of both are fairly similar (customers/voters, revenue/tax, debt/debt, suppliers/partner countries, growth/growth, productivity/unemployment, etc.). An efficient company builds its strategy with all of its employees. It rewards its talented staff members and invests to keep them and help them grow. It rolls out an organisation and governance

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# “May the world of politics inspire itself from the world of business (and not the opposite!)”

system clear to all, comprising weighted suffrage bodies (annual general meetings, where voting is proportionate to the number of shares held) and democratic bodies (management boards, with a one-person-one-vote system).

At Omnes, the governance of our portfolio companies is a key point in our discussions with the entrepreneurs we support. Without these foundations, operational implementation would not be possible.

May the world of politics inspire itself from the world of business (and not the opposite!). We would all be better off with less confusion and more transparency.

And if such a thing as a clear colour exists, then it would be purple. I think you know where I'm going here. I even find it “deep”. On the release of their monumental album in 1972 (five years before our new president was born), recorded in the corridors of a hotel in Montreux after the band's studio burned down, the expression “hard rock” entered history. The album featured a saturated Hammond B3 without a Leslie speaker, the hyper-compressed Stratocaster of Ritchie and his fake virtuosity, the binary and sharp percussion of little Ian with his short-sighted gaze, and the powerful vocals of the other Ian,

all accompanied by Mr Glover's bass and his classic, plectrum-generated sound. Brigitte – and Iggy Pop – obviously know the record. The album refers to *Smoke on the Water*<sup>3</sup>, *Highway Star*<sup>4</sup>, and laziness<sup>5</sup>. In short, passionate stuff. They have made a comeback in 2017, with a big hit from 1970 used in a Kenzo ad, and, above all, an amazing new album, *InFinite*. Just listen to it. Wow. And if you don't have any plans in the coming days, go and check them out live<sup>6</sup> for their farewell tour, 49 years after they formed. Unclear, no. Efficient, yes.

We hope you enjoy this 31st issue of our newsletter, which provides real information about real companies, real successes, real people and real passion. Thank you for your trust.

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1. Watch a video by R. Laraki, professor at Ecole Polytechnique: <https://youtu.be/ODuPoepQ1tY>
2. I am writing this piece several days after the election of Emmanuel Macron, before he picked his government and candidates for the parliamentary elections.
3. <https://youtu.be/arpZ3fCwDEw>
4. <https://youtu.be/7zKAS7XOWaQ>
5. <https://youtu.be/6pD1Azkcojw>
6. 3 June in Paris, 6 June in Cologne, 10 June in Frankfurt, 13 June in Berlin...

## FONDATION OMNES

Created under the auspices of Fondation de France, the remit of the Fondation Omnes is to support young organisations working in favour of children and young people. Since 2015, the Fondation has supported **Les Amis de Mikhy** organisation that, in partnership with Gustave Roussy Hospital, develops supportive care for children with cancer. In 2016, the Fondation Omnes launched a call for projects to extend its support to three new organisations: **L'Envol**, which organises recreational therapeutic stays for sick children; **Viens Voir Mon Taf**, which proposes internships to 14- and 15-year-olds in REP priority education networks; and **Le Cours Frédéric-Ozanam**, an organisation-run primary school that fights against academic failure in Marseille (France).

## CERCLE OMNES DES ENTREPRENEURS - 3<sup>RD</sup> EDITION

The Cercle Omnes' annual evening was held on 1 February 2017 at Pavillon Vendôme (Paris). Some 300 guests (entrepreneurs and investors) attended the event, which featured the presence of Luc Ferry, philosopher and former French Minister for Youth, National Education and Research, and economist Nicolas Bouzou. The discussions focused on the theme of “The trans-humanist revolution, or the third industrial revolution: How will techno-medicine and worldwide uberisation disrupt our lives?”.