

FRENCH MANAGEMENT: BEYOND STEREOTYPES



FRENCH BASHING: STEREOTYPES VS PERCEPTIONS

French bashing and cultural stereotypes

« **French bashing** »: A series of negative allegations or stereotypes about the French way of life and more broadly the French society



Ex: “You should be showing up to work. I mean, literally, the Senate, what is it, like a French work week? You get like three days where you have to show up? You can campaign. Or just resign. Let someone else take the job”

Jeb Bush to Marco Rubbio, October 28, 2015

French bashing and cultural stereotypes

Most common stereotypes about French management :

Absence of
social
dialogue

Burden of
bureaucracy

High level of
taxes

Lazy workers

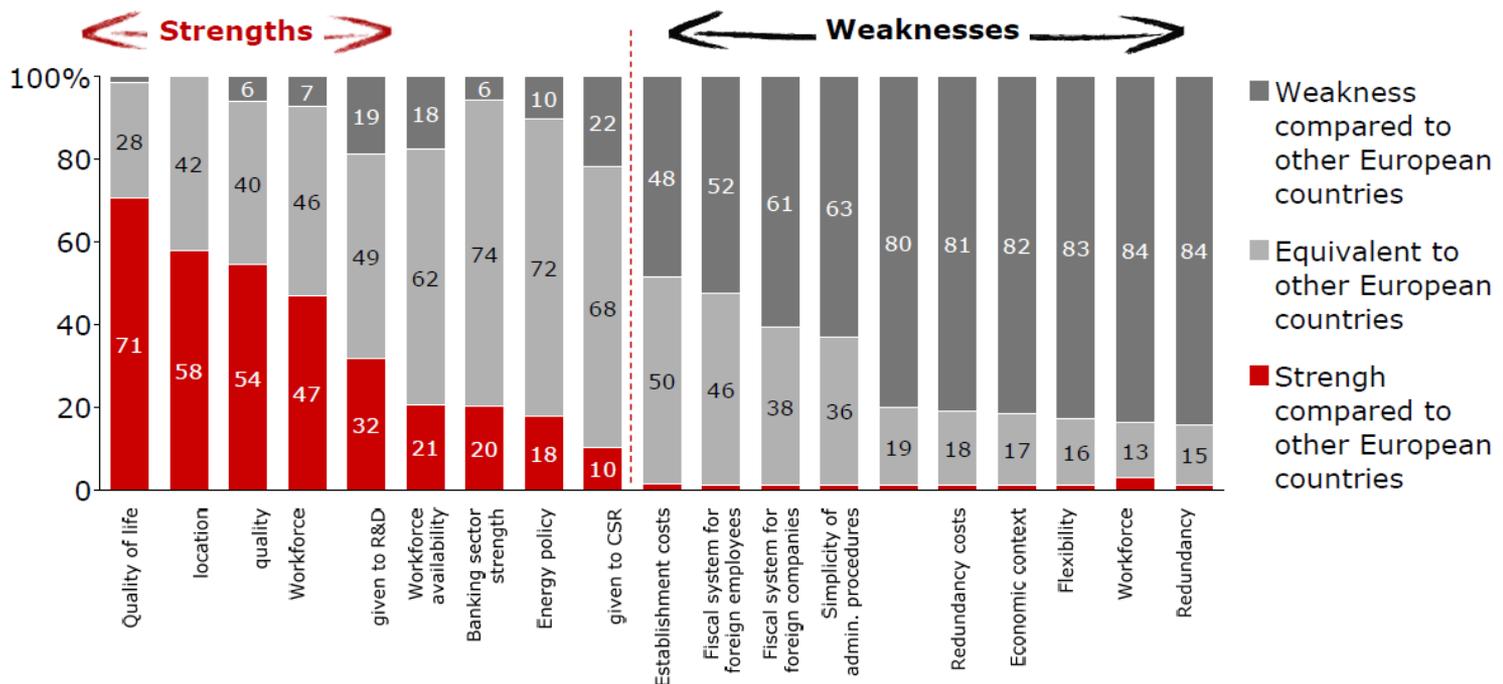
(Measured) Perceptions vs Stereotypes

France is perceived as a conducive environment for the Digital Transformation of Companies by 85% of respondents...

...but France's attractiveness as an investment destination remains low, despite a slight recovery in 2015.

How does France compare with other European countries regarding the following factors?

As % of respondents



(Measured) Perceptions vs Stereotypes

Which stereotypes fit with the perception measured in the AmCham Bain Barometer ?

Absence of
social
dialogue

Burden of
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High level of
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FRENCH BASHING: PERCEPTION VS FACTS

Perception vs Facts: a focus on investment FLOWS

USA Foreign Direct Investment in France (Business France Report 2015):

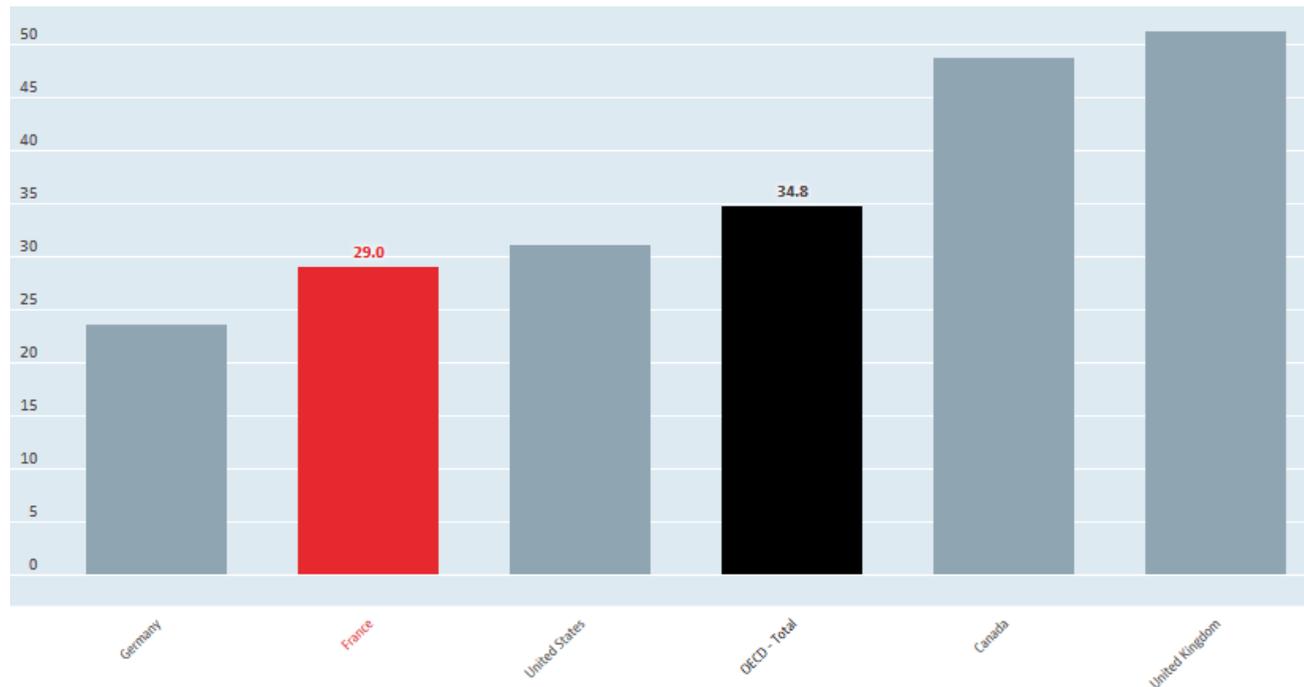
- USA : **First job-creating investor in France** in 2015 accounting for **460 000 jobs** (Business France).
- The USA still represents **32 % of the total share of job-creating FDI in France.**
- American companies cover **one fourth (24%) of the foreign investments in R&D**

France's rather average rankings (eg in Doing Business) do not prevent a healthy inflow of FDI in France !

Perception vs Facts: a focus on investment STOCK

France remains a leading FDI destination

In terms of the **ratio of FDI stock to GDP**, France (at 29%) in 2015 is ranked ahead of Germany (23,6%), Italy (16% in 2014) and Japan (4%), closed to the US (31%) but below UK (51%)



Source: OECD (FDI stocks Inward, % of GDP, 2015)

Perception vs Facts: Assets of the French Economy

- ✓ A well **qualified labor force**
- ✓ A **large domestic market** (the **6th largest in the world**)
- ✓ A wide array of **innovation incentives** among which **digitalization** particularly stands out:

“The French government has understood better than other the digital revolution that is underway [...] France is the next big thing”

John Chambers, CEO of Cisco

→ **2nd largest** delegation foreign delegation to the Las Vegas CES on January 2016

- ✓ **1st class transport and communication infrastructures**
- ✓ A **strategic location** serving as a **springboard for exports to EMEA markets**
- ✓ Last but not least a **renowned quality of life**

Perception vs Facts: Where we stand now

- Unprecedented terrorist attacks have undermined these perceptions and stereotypes.
- Cross-cultural management is now marked by :
 - Solidarity
 - Security
 - Economic cooperation (reassuring investors)

Conclusion

