

REFLECTIONS ON DAVOS 2017.

DAVOS | 2017 |

The annual meeting of the World Economic Forum allows me to gain a perspective of a unique dimension where leaders of various sectors and regions share their vision and their experiences. Unlike previous meetings, this time in Davos, I perceived a generalized sensation of change, unease and mistrust. It is not just by pure chance, but it left me with/to two questions: **What are the reasons behind this situation? And, How can it be resolved?**

According to the 2017 Edelman Trust Barometer, we are undergoing a crisis of confidence in our leaders, in our systems of government, in public and private institutions, in the corporate world and even in the civil society organizations. The dissatisfaction among the majority of the population is corroborated by the sheer number of demonstrations, social networks, petitions and electoral votes. They want a change, opting for the most promising candidate who provides true justice, employment opportunities and hope for future generations.

According to the Edelman survey, these concerns are born of fear. The most outstanding aspects of these fears are reflected in the following factors:

1. Corruption: That it will continue to spread, along with its lingering effects.
2. Globalization: The continuous decline of local employment and the increase of unfair trade practices.
3. Erosion of social values: it is becoming increasingly commonplace for people to affect others.



- 4. Massive migration; Local governments must be pressured to offer social security, employment and infrastructure.
- 5. The rapidly changing technological innovations may make us lose control and force us to be part of a system with which we may not necessarily agree.



Xi Jinping, President of China.

Whose country's projected growth for this year is 6.5 percent, maintained that we cannot blame globalization for all the evils on earth and therefore discard it. It is more a question of rectifying its faults and remaining open to receiving its benefits via a better redistribution system. He added that whether we like it or not, global economy is the huge ocean from which we cannot escape.

We can add other aspects to the Edelman list such as climate change, geopolitical conflicts, the international financial system, etc. They are not, by any means, isolated elements, but rather interconnected systems. Many believe that this is the beginning of the end of globalization. However, due to our financial and technological hyperconnectivity, globalization still follows its course.

Therefore, returning to the subject of mistrust, its causes and the way to solve this crisis, I believe that we, as human beings, are responsible. We ourselves have designed these systems and their rules and also implement them. How can we change these results? By redesigning systems based on principles such as justice and the common good, among others and by operating them in a consistent manner.



Many people may argue, **“Yes, but I am not a CEO, governor or public official, so it is not my job.”** However, we all have our own spheres of influence and can start from there. **How much do we spend or invest our resources (time, health, money, and relationships) in accordance with these principles?**

Edelman drew up the following recommendations for corporations:



- 1. Do not pay any bribes.**
- 2. Your salary structure must be fairer and redistributive so as to gradually reduce the differences between high management and the rest of the employees.**
- 3. Do not send your profits to tax havens.**
- 4. Establish reasonable prices for the indispensable products that people need in their daily lives.**
- 5. Avoid cutting costs by lowering the quality of the product or service.**

The theme of this 47th meeting at Davos was **“Responsive and Responsible Leadership.”** This type of leadership refers to the capacity for understanding the specific milieu in order to make the right decisions and take action, with view to generating long-term value for everyone involved. **Are our decisions and actions producing these kinds of results?**

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