

GLOBAL Leaders TODAY

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February 2021

THE MAN WHO SAVED A BILLION LIVES

Eli Beer has re-imagined the first response by training EMT volunteers to respond to local calls and keep people alive until official help arrives.

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Adopt these Life
Long Habits for
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FROM THE EDITOR

Dear Readers,

All of the great leaders have had one characteristic in common: it was the willingness to confront unequivocally the major anxiety of their people in their time. This, and not much else, is the essence of leadership. —John Kenneth Galbraith

As Galbraith rightly said, great leaders are confronting the anxiety in their people to boost their morale that benefits the company as a whole. The COVID-19 pandemic has led us through some ups and downs, yet companies are picking up, finding solutions, providing mental health support to their employees and trying to find the silver lining in it all.

In this month's edition, we have a selection of inspiring stories from all around the globe. This edition covers some brilliant figures that are transforming the face of business amidst the pandemic and various leaders taking a stand for humanity and humanitarian causes to help people all around the world.

Our magazine, Global Leaders Today, is a place for business leaders to tell their stories and give us a better understanding of what goes into crafting and building a great business. We put together inspiring stories, topical articles and trending news globally to share this tangible gift with you, our valued readers.

We hope you enjoy reading the inspiring stories and thought-provoking articles as much as we enjoyed putting them together for you. We aspire to keep contributing and adding value to your experiences.

Yours truly,
Sherlyn Gomes

GLOBAL Leaders TODAY

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The Inspiring Story Of The Man Who Saved A Billion Lives

Eli Beer is the Founder and President of United Hatzalah, Israel's National Community-based Volunteer EMS Organization. He has re-imagined the first response by training EMT volunteers to respond to local calls and keep people alive until official help arrives. He has saved a billion lives till now and has done remarkable work in the medical field.

➔ An incident left a lasting impression on young Beer; when he was a little boy of six, he was walking home from school and witnessed a bus bombing in Jerusalem. This traumatic experience inspired Beer to seek a career that saves lives and finds a solution to these unprecedented times of sorrow. When he was fifteen, he took an EMT course and immediately began volunteering in an ambulance. But after observing many trauma cases, he found that when someone truly needed prompt medical attention, the ambulance did not get there in time because of traffic and the distance required to travel.

Beer was keen on finding a solution to this problem. At the young age of seventeen, he gathered a small group of EMTs with a passion for saving lives to listen to police scanners and rush to the scene when medical help was needed in

their neighbourhood. The initiative turned into a full-fledged community-based volunteer EMS organization called United Hatzalah, Hebrew for "rescue."

Beer showed one of United Hatzalah's iconic ambulance motorcycles — known as an "ambucycle." He explained how the bikes help its volunteers achieve a quick three minute response time as Israeli traffic can be difficult for larger vehicles, the ambucycles can help people faster.

Beer thinks his purpose in life is, "To make sure that no one dies waiting for an ambulance. If someone needs help he should get it immediately. I always pray to Hashem that no one gets sick or hurt but if they do, I pray to Hashem that our people should get there on time."

The Ambucycles can not carry a person. However, they can stabilize a patient

Choose a birthday, anniversary, or any special day and dedicate it to saving lives! It is the greatest gift you can give because saving another person's life, let alone 2,000, is something truly incredible."



Image Credit: United Hatzalah

long enough for an ambulance to arrive, with the help of an onboard trauma kit, oxygen canister, defibrillator, and more. The medics each have a smartphone equipped with GPS, allowing volunteers to be notified of an emergency in their vicinity and respond within minutes. Each year, the bikes serve almost 500 calls, one-quarter of which are life-threatening. And they do it out of the sheer goodness of their hearts without getting paid in return. Beer hopes other communities will follow in the ambulance service's footsteps.

"We want the community of Phoenix and Scottsdale to really participate in saving

lives both here in their own community and in Israel," Beer told the Jewish News. He hopes to have a volunteer in every town.

"We are training more and more volunteers and bringing them into our family," Beer said. "Once here, they bridge the gaps between the different worlds, rising above politics, above money and above their differences, all in order to rush out and save the lives of total strangers that need help right nearby."

A unique component in United Hatzalah is the Psychotrauma and Crisis Response Unit. This was developed as

the therapist noticed that the people witnessing a medical emergency often suffer from shock and emotional stress and need treatment along with the patient who suffered the crisis. She then created a specialized unit of therapists, psychologists, and psychiatrists tasked with responding in the lead to medical emergencies where someone is suffering from a severe emotional or psychological stress reaction. This intervention has been shown to prevent the onset of Acute Stress Reaction and Post Traumatic Stress Disorder from developing.

The organization now has more than 2,000 volunteers and has helped

207,000 people. Beer serves as the President at the United Hatzalah. He has responded to some of the worst civil, wartime and terror-related incidents in the country. In 2010, because of his bravado and an inspiring mission to help others, he was named Social Entrepreneur of the Year in Israel by the Schwab Foundation for Social Entrepreneurship. Two years later, he became a World Economic Forum Young Global Leader. Beer is already in talks with organizations in India and hopes to expand the Ambucycle's reach across the world to as many countries as he can.

The biggest challenge faced by the volunteer-based EMS organization, as Beer says, "is Probably, the biggest challenge we face is getting people to financially support our work during COVID-19 since so many people have lost their jobs. Another challenge is the risk that our own volunteers will get sick from COVID-19. With over 2,000 emergencies a day, our volunteers are going into people's homes who are asymptomatic and unknowingly infected with COVID-19. As a result, our volunteers themselves are exposed and it has happened a few times that they too get sick. It is a big challenge to keep our volunteers safe."

An easy way to help the organization, as Beer says, is, "During this challenging time of COVID-19, we are in desperate need of sponsors and partners. I am available to meet in person (using safety protocols), talk on the phone, Zoom, or Skype to discuss sponsorship and partnership opportunities. We are looking for Sponsors for a Day of Lifesaving! These sponsors donate money and are partners with us in all of the rescues made that day. They help us reach nearly 2,000 people after the day is over. They receive a detailed list of all the people who enabled us to treat that day. We will also send stories of the more dramatic rescues made.

Choose a birthday, anniversary, or any special day and dedicate it to saving lives! It is the greatest gift you can give because saving another person's life, let alone 2,000, is something truly incredible."

The Symbol Of Wellbeing And Prosperity



Image Credit: Wikipedia

Arianna Huffington is the acclaimed author of more than a dozen books on topics ranging from feminism to corporate America to politics. She co-founded The Huffington Post in 2005. In 2016, Huffington departed from The Huffington Post to launch Thrive Global, a start-up company dedicated to health and wellness.

➔ A student of the University of Cambridge, Huffington received her Master's in Economics.

While in college, she held prestigious positions like the President of the renowned debate organization named The Cambridge Union. Post her Master's she continued staying in London and pursuing her passion for writing. In 1974, she published her first book titled 'The Female Woman' which critiqued trends in women's liberation movement. She eventually moved to California with Republican politician Michael Huffington, whom she married in 1986 (divorced 1997).

Huffington then entered politics. She started her political and journalistic career as a Republican and an advocate for small governments and limited welfare. She significantly contributed to the conservative journal National Review, and in 1994 she worked on her husband's campaign for a U.S. Senate seat that he, unfortunately, did not win.

Huffington also wrote news for the TV show Politically Incorrect, which Bill Maher hosted. In the late 1990s, Huffington's stand in the political spectrum began shifting to the left slowly. It all started with her opposition to U.S. intervention in the civil wars in former Yugoslavia. She later became very active in several progressive causes, including efforts to combat global warming. In 2003, fueled by her drive to change the world for the better, she ran in California's gubernatorial race as an independent but ended up withdrawing her candidacy later.

Huffington herself has been widely recognized in various media outlets, making appearances on Time magazine's 100 lists and Forbes' special rundown of "The World's 100 Most Powerful Women."

She has always liked experimenting, and this showed in the genres of books that she wrote. It ranged from biographical to nonfiction and even some political books. Some of them were famed, Thrive: The Third Metric to Redefining Success and Creating a Life of Well-Being, Wisdom, and Wonder, The Sleep Revolution, On Becoming Fearless, How to Overthrow the Government, Third World America: How Our Politicians Are Abandoning the Ordinary Citizen, and others. The wide variety of titles and innumerable subjects demonstrates how she was always acquiring knowledge on various forefronts. This curiosity led her to conquer different fronts of entrepreneurship.

In 2005, she was one of the Co-Founders of Huffington Post. However, soon after, in 2011, Huffington sold the site to AOL for more than **\$300 million**. She found herself in the position of President and Editor-In-Chief of the company's Huffington Post Media Group.

Huffington herself has been widely recognized in various media outlets, making appearances on Time magazine's 100 lists and Forbes' special rundown of "The World's 100 Most Powerful Women."

An incident in 2007 changed the course of her life forever. Huffington was making phone calls and checking her email when she passed out at her desk due to over-exhaustion. She awoke in a pool of blood with her daughter standing above her. Ever since, she has been very vocal about the importance of getting a full night's rest.

"Huffington Post was only a two-year-old baby when I collapsed," says Huffington, noting that the company had not yet achieved the influence and readership that it has today.

After realizing the importance of sleep, she started to see a difference in her work style, and that's when, she says, "her business began to grow." The more fully recharged and connected you are, Huffington contends, the more clearly you can look ahead. And "for me [looking ahead] was making sure that Huffington Post was a global company," she said at an interview with CNBC. Looking ahead also meant knowing when the time

had come for her to leave the media company, which she did in 2016.

"I see some people stay in one place because it's convenient or it's comfortable. But they're missing out on their passion," says Huffington. "My passion is to help people live lives with less stress ... so thinking I could take that risk, and do it, and follow my new dream was something I wouldn't have done if I was simply operating on survival."

When Arianna Huffington stepped down from her role at the Huffington Post to start her new company, Thrive Global, she said the goal of her new business was to help a generation "avoid the burnout that all too often comes with success today." According to Huffington, Thrive Global was born, "in response to the need to take control of our lives, offering new strategies and tools, based on the latest science, to address the unintended consequences of technology, and to end the global epidemic of stress and burnout."

The company, called Dopamine Labs (it was later renamed to Thrive Global), was founded in 2015. Her vision was to bring similar technologies that social media giants like Facebook used to boost engagement to a broader range of human productivity applications.

From Huffington's perspective, most health problems in the U.S. are rooted in behavioural issues rather than biological ones. "100 years ago, people died from infectious diseases... Now most people are dying from behaviours," said Huffington in an interview, quoting Boundless Mind co-founder Dalton Combs. Thrive Global tackles the grassroots issue through a combination of live events and digital platforms dispensing pop psychology and celebrity advice.

According to Huffington, her secret to success is, "I would say, what I tell my two millennial daughters. When they prioritize their well-being, they will be more creative, more productive and more effective in whatever career path they choose. They also will realize that success is not just defined by career but by living a full life outside work and nurturing your body, mind and soul."

NEWS

Goldman Sachs Launches Investing App To Anyone With The Lower Limit At \$1,000



Goldman Sachs Group Inc. has taken a big step forward and has launched an investing app for customers that want to put at least \$1,000 to work.

According to the company, investors using the app, which went live on February 16th, can put money into automated portfolios rather than individual stocks and bonds. The move expands the Marcus platform, which also offers a high-interest savings account.

Goldman, which has traditionally served a wealthier client base, is taking steps to broaden its reach through new digital products. The investing platform features exchange-traded funds that focus on traditional stock and bond benchmarks, impact investments and smart-beta products designed by Goldman. The advisory fee is 0.35%, according to the Marcus website.

Gates Wants To Team Up With Bezos To Combat The Climate Crisis



Bill Gates aims to work more closely with Jeff Bezos, CEO of Amazon, to combat the climate crisis. The Microsoft Co-Founder said it could dwarf the current pandemic in fatalities as well as global impact.

That's where working with Jeff Bezos comes in as he has pledged more to combat climate change than Gates, and he is hoping they can collaborate to back

costly early-stage green alternatives to current technologies.

"The deaths will just go up over time as you get more heatwaves, forest fires and most importantly, lose the ability to go outdoors and do farming anywhere near the equator," Gates said in an interview with Bloomberg Television's Emily Chang. His book, "How to Avoid a Climate Disaster," went on sale earlier this month.

Why The U.K. Is Deliberately Infecting People With The Coronavirus



U.K. is planning to deliberately infect dozens of healthy young adult volunteers in the coming weeks with COVID-19 to learn more about how the virus affects people and check the vaccines' effectiveness. The research is the first human challenge study for COVID-19 announced in the world. It has been approved by the country's clinical trials ethics body and aims to start in the next few weeks.

Almost 90 healthy adults aged 18 to 30 are being recruited for two areas of research, according to a statement from the U.K. government made on February 17. The first will check different amounts of virus to determine the smallest amount needed to cause an infection and start an immune response. The organizers said the research would help identify factors that influence how the virus is transmitted.

The World Health Organization says such research can be precious for testing vaccines because fewer participants need to be given experimental inoculations to gauge their efficacy and safety, potentially speeding the development of immunizations.

Michael Jordan Donates \$10 Million To Open Health Clinics In North Carolina



North Carolina, as the COVID-19 pandemic has underlined the dangers of unequal access to healthcare.

"The clinics, which will open in early 2022, will serve "rural and rural-adjacent communities" as well as those with little or no health insurance," the health system said in a statement. It will offer primary care as well as "behavioral health and social support services."

Michael Jordan, the billionaire basketball star, has donated \$10 million to open two rural health clinics near his hometown of Wilmington,

Jordan's donation will allow Novant Health System to open two health clinics on the state's southeastern coast in Hanover County.

US Restaurant Owner Spent \$2,000 From His Advertising Money To Promote Competitors



At the end of last year, Melendez began buying gift cards from his own advertising money from local restaurants in his community and giving raffles to his customers on his restaurant's Facebook page in an attempt to boost their sales. Winners received a \$20 gift card to a local restaurant.

According to WKOW, the receiving restaurants said they were thankful for Melendez's generosity and know that surviving the pandemic means working together. "In these Covid times, it's very important to eat local, small mom and

pop shops," Pete Ananiadis of Olympia Family Restaurant told WKOW. "He understands that, and for all of us right now it's a tough time."

Melendez says it's important to help keep small businesses open during the pandemic because they are the community's staples.

"That's part of what keeps us alive," he said. "You can go to Applebee's, or you can go to Pizza Hut but it ain't the same like when you go to this little diner or pizza joint."

In A First, Sri Lanka To Give Schoolgirls Free Period Products



The Sri Lankan Government in a first has said that it will provide free, locally made pads to about 800,000 schoolgirls. The project will prioritise children in more impoverished rural areas and build toilet facilities in 2,500 schools. It could transform girls' learning.

More than half of the adolescents responding to a Unicef study in 2015 did not want or weren't allowed to go to school during their periods, while 37% missed one or two school days each month. For most, fear of staining, pain, and discomfort were the main reasons for not going to school. For many communities, menstruation still remains a taboo; 60% of school teachers in Sri Lanka think period blood is impure.

"It's a great step, depending on how we implement it," says Nayanathara Jayathilaka, a student social worker from Galkiriyagama, a village 100 miles from the capital, Colombo.

Ngozi Okonjo-Iweala Becomes First Female To Head World Trade Organisation



Ngozi Okonjo-Iweala from Nigeria was appointed on February 15 as the first female and first African head of the beleaguered World Trade Organization, saying a more robust WTO

would be vital for the global coronavirus recovery.

The global trade body had a virtual special general council meeting. Member states officially selected the former Nigerian finance minister and World Bank veteran as its new director-general.

The near-paralysed institution desperately needs a reboot -- something Okonjo-Iweala immediately addressed after her coronation.

"A strong WTO is vital if we are to recover fully and rapidly from the devastation wrought by the Covid-19 pandemic,"

the 66-year-old economist said in a statement.

"I look forward to working with members to shape and implement the policy responses we need to get the global economy going again.

"Our organisation faces a great many challenges but working together we can collectively make the WTO stronger, more agile and better adapted to the realities of today."

Okonjo-Iweala will take up her post on March 1, and her renewable term will run until August 31, 2025.

Europe Launches Its Recruitment Drive For Female And Disabled Astronauts



The European space chiefs have launched their first recruitment drive for new astronauts after 11 years, especially encouraging women and differently-abled people to join missions

to the Moon and, eventually, Mars. The European Space Agency (ESA) also said that it was looking to increase its crews' diversity as it canvassed up to 26 permanent and reserve astronauts.

The ESA said that they expect a "very high number" of applications to come in during the eight-week recruitment drive from 31 March and said candidates would have to endure a stringent selection process lasting until October 2022.

"Candidates need to be mentally prepared for this process," Lucy van der Tas, ESA head of talent acquisition, said at a media conference.

Walmart To Increase Wages For 425,000 Workers To Average Above \$15 An Hour

The retail chain store, Walmart is testing a slightly higher minimum wage in a few hundred of its stores as it is trying to adopt a more flexible model to manage its workflow within the stores.

In almost 500 stores, the company has raised starting hourly pay for team associates, a newly created role, from \$11 to \$12. The company said some of

these new hires would work as cashiers, helping stock shelves and deli workers.

Walmart, the biggest private employer in the nation, also said that it has no plans to raise wages more broadly.

The goal is to transition from a department model focused on narrow tasks to a more inclusive "team approach," the company said.

Seville Is Turning Leftover Oranges Into Electricity



Seville launched a scheme to produce electricity from the unwanted oranges that turn into a cleaning menace for the city. The southern Spanish city has begun a pilot scheme to use the methane produced as the fruit ferments to generate clean electricity.

The initial scheme launched by Emasesa, the municipal water company, will use 35 tonnes of fruit to generate clean energy to run one of the city's water purification plants. The oranges will go into an existing facility that already generates electricity from organic matter. As the oranges ferment, the methane captured will be used to drive the generator.

"We hope that soon we will be able to recycle all the city's oranges," said Benigno López, the head of Emasesa's environmental department. To achieve this, he estimates the city would need to invest about €250,000.



Pfizer-BioNTech Vaccine Could End COVID Pandemic, Israel Study Shows

Pfizer Inc. and BioNTech SE's COVID-19 vaccine was effective against the virus in a study that followed nearly 1.2 million people in Israel, results that public-health experts said to show that immunizations could end the pandemic.

Two doses of the vaccine prevented 94% of COVID-19 cases in 596,618 people vaccinated between Dec. 20 and Feb. 1,

about one-quarter of whom were over the age of 60, teams from the Clalit Research Institute and Harvard University reported in a study published Wednesday in the New England Journal of Medicine.

"We are able to get a real-world measure of vaccine effectiveness," said Ben Reis, a co-author of the study who's director of the predictive medicine group at Boston Children's Hospital and Harvard.

Automating Mundane Tasks Made These Three Startup Founders Rich

Japan's successful startup stocks are doing business in areas that could be described as mundane, and they've pushed their founders into the league of the ultra-wealthy.

Several examples include AI inside Inc., a company that focuses on turning handwritten documents into electronic files without the hassle of typing it down manually and Rakus Co., whose goal is to help small and medium enterprises with their bookkeeping and emailing services to resolve their issues and to grow their businesses.

Their shares have all more than doubled in the past year, making their founders rich and leading to talk of a booming tech scene. While the companies are using technologies like artificial intelligence and cloud computing, they're applying them in more practical ways that can be used for all businesses.

Japan Has Appointed A 'Minister Of Loneliness' After Rising Suicide Rates In The Country For The First Time In 11 Years



In what is considered a pioneering move, Japan has now appointed a 'Minister of Loneliness' in an attempt to reduce the rising suicidal rates and deal with loneliness and social isolation among its residents, Tomohiro Osaki reported for the Japan Times.

Prime Minister Yoshihide Suga appointed Tetsushi Sakamoto. Minister Sakamoto is in charge of dealing with Japan's declining birthrate and promoting regional revitalization, to oversee government policies to deal with

loneliness isolation. Prime Minister Suga had also chosen Sakamoto as his Minister for Economic Revitalization when he was elected in September, last year.

"Women are suffering from isolation more (than men are), and the number of suicides is on a rising trend," Prime Minister Suga told Minister Sakamoto on a February 12 news conference announcing the new role, according to the Japan Times. "I hope you will identify problems and promote policy measures comprehensively."

Living the American Dream



Image Credit: Wikipedia

Howard Schultz is an American Businessman, born in Brooklyn, U.S. He served as CEO (1987–2000, 2008–17) of Starbucks, a coffeehouse chain that he helped transform into a worldwide presence. Howard Schultz was the first one to incorporate healthcare for all employees in his company, Starbucks. It was also the first in retail to offer healthcare to employees and part-time workers that revolutionized the industry.

➔ Schultz started his life with humble beginnings. He resided in a small apartment in one of Brooklyn's public housing projects in Canarsie, "which really was the last stop on the "L" train from New York City" Schultz recalls. His father worked as a low paid labourer, moving from one job to the next to support his family.

When he was seven years old, his father fell on a patch of ice and broke his hip and ankle. He was soon fired from his

job since he could not do any work; he had no health insurance, no workers compensation, and no savings. "My father was lying on our couch in a cast, distraught, helpless and that stuck with me," said Howard Schultz. Unaware at that point, this episode would significantly impact the choices Howard would make in the future.

His mother, Bobbi, had a dynamic personality and was a fierce believer in the American Dream. She gave him the confidence to believe that one day he could break free from the cycle of poverty and become a person of significance.

In high school, he played football and saw the sport as an opportunity to attend college through a football scholarship. In 1971, he went to Northern Michigan University. However, his dreams were crushed when his football scholarship did not come through, and he ended up paying his way through college, paved with student loans and part-time jobs. When things got rough financially, he even found himself selling his blood for a couple of extra bucks.

In 1975, Schultz became the first in his family to graduate college. He did several jobs as a salesperson after graduating and realized he had exemplary skills as a salesperson. In 1982, he became the Marketing Head for Starbucks, a small coffee company located in Seattle. In 1982, Schultz packed all their belongings in his car, with his wife, Sherri and their dog, Jonas and relocated to Seattle to be closer to his new job.

In 1983, Schultz was on a business trip to Italy where he tasted his first

I believe life is a series of near-misses. A lot of what we ascribe to luck is not luck at all, it's seizing the day and accepting responsibility for your future. It's seeing what other people don't see and pursuing that vision

espresso from an Italian cafe. The experience made a lasting impression on him; he was captivated by the cafe's charm, the beverage's aroma, and even by the barista himself. At the time, the Starbucks stores only sold whole bean coffee, and no seating was provided. "I had a vision of creating specialty coffee stores that integrated the romance of espresso and provided a place for the community. The founders of Starbucks, however, weren't interested in my idea," mullied Howard Schultz.

He soon embarked on his journey to open a cafe of his own. For a year, they lived off his wife's salary while he tried to raise funds for his project. "I heard "no" more than 200 times, but eventually, enough people believed in my vision that they invested in me, and in the business. It was an incredibly challenging and exciting time! By 1987 we had 3 espresso bars named Il Giornale." recalled Howard Schultz.

Two years later, the original Starbucks Management Team sold its Starbucks retail unit to Schultz and Il Giornale for US\$3.8 million. Schultz rebranded Il Giornale with the Starbucks name and expanded across the United States. This type of market strategy received mix reception from both customers and competitors. Schultz did not believe in franchising and made Starbucks retain ownership of every domestic outlet. Schultz's positioning of Starbucks as a social hub was widely seen as introducing the second wave of coffee culture in the U.S., particularly in Seattle.

After his father passed away, in 1988, Starbucks became one of the first companies in America to give health insurance to all its employees, including part-time workers. A novel benefit at that time in the retail sector. Howard Schultz said, "I never set out to build a global business. I set out to build the kind of company that my father never had a chance to work for. One that treats all people with dignity."

In 1991, Schultz' company, Starbucks, was deeply rooted in the values that he was instilled with. He was the first to give employees stock ownership, called Bean Stock. Since its inception, Bean Stock has generated more than \$1.5 billion in pre-tax gains for the company's baristas

and managers, that has dramatically helped many employees pay their dues and put down payments on homes and cars, and even helped some pay for their weddings.

Howard Schultz even offered to provide education for his employees, since he had to struggle his way through college. He introduced the Starbucks College Achievement Plan. In 2014, Starbucks and Arizona State University created the first-of-its-kind program to give employees a tuition-free college education. By the spring of 2019, more than 3,000 Starbucks employees (or instead partners as they call them at Starbucks) had graduated. Twenty percent of employees that participated in the program were the first in their families to go to college.

Schultz stepped down as CEO in 2000 but retained the position of Chairman. By 2007, the chain boasted more than 15,000 locations worldwide but soon found itself sinking, and in January 2008, Schultz returned as CEO to revive the company. He made some tough decisions to close over 900 stores and implemented an ambitious strategy to identify and establish new avenues of growth, including several acquisitions of retail stores and even the introduction of an instant-coffee brand. He updated the menu offerings at Starbucks stores. These moves were mostly successful, and by 2012 Starbucks was back on track financially. Five years later Schultz again stepped down as CEO, though he continued to be active in the company, serving as Executive Chairman until 2018.

Howard Schultz also wrote several books including *Onward: How Starbucks Fought for Its Life Without Losing Its Soul* (2011; with Joanne Gordon). In 2019, Schultz had the idea of running for President as an independent. However, later in the year, he announced that he would not enter the race.

Howard Schultz transformed the business with sustainable growth and profit while sticking to his core values. Growing a business takes teamwork, and there were always tough decisions and challenging periods. In 2018, Starbucks ranked fifth on Fortune's list of the World's Most Admired Companies 2018 & 2019.

How To Build Successful Online Businesses



Starting an online business might seem like a relatively small task. However, the process might not be as easy as you expect it. With all companies, you have to be persistent, play to your strengths and work hard every day to ensure that your business picks up and takes a shine to your clientele. So how do you set up your online business? Let's start with the basics.

#1st STEP

Your first step is to find a niche that will help your business grow more naturally with a good product or service. Work out a Business Plan and see how viable the business is once you add in the shipping charges, storage (if any) and so on. Once you are satisfied with the figures, you need to conduct market research and validate your product using tactics such as keyword research, trending products evaluation and swot analysis for your product or service.

#2nd STEP

Always do a competitive analysis.

Research your competitors, their strengths and weaknesses, and, most importantly, how you can turn their

weakness to your advantage. Learn about the pitfalls that you can avoid from your biggest competitors. This will tell you more about defining your branding and positioning in the market and how you can differentiate it from your competitors. SEMrush is a great tool to do a competitive analysis on your competitors online using SEO and keywords.

#3rd STEP

Analyze and study your target market.

Get into the mind of your ideal shopper. Who are they? What do they like? What are their likes and preferences? This information will help you target customers more precisely via social media platforms with communication that appeals to them. This will also help you tailor your product and your website experience to appeal to your perfect shopper.

#4th STEP

Study online business laws.

It wouldn't be a stretch to say that it would be ideal if you were abreast of shipping restrictions, zoning laws, and trademark considerations in all the locations you want to have your brand listed. These can all make or break your business. With this list, you can avoid the eCommerce platforms that derail your business before it gets off the ground.

#5th STEP

Source your product.

You can buy products in bulk from stores or online platforms. Choose products that have good reviews. Remember, people will always buy good products. Scout your locality and find good quality products that you could sell on your e-store.

#6th STEP

Learn about small business shipping

Shipping is a big topic for brands and customers as it can severely impact profits. It would help to study the subject in detail and learn about the best approach your business can take

to please your customers. You can learn about it in detail in The Beginner's Guide to Ecommerce Shipping and Fulfillment by Shopify.

#7th STEP

Launch your store.

Once you have the product, you must focus your energies on getting the product in the eyes and minds of the customer. This can be done by creating a fully-integrated website, or a thriving social media presence or integration with existing online shopping platforms like Amazon or Shopify. You could use all of the above strategies based on your budget, bandwidth and most importantly, your consumer profile. It would be of assistance if you invested time in learning about driving organic traffic to your site from all your social media channels. A word of caution is to ensure that you use analytics to measure how every media channel is performing. You can use several tools for that, including google analytics that helps give you insights about your store. If you are unsure about how analytics work, you can take this free course by Google, Fundamentals Of Digital Marketing (includes certification), which will help you with the process.

#8th STEP

Scale your business.

Once you are confident about your business's aspects, you can start using Facebook and Instagram ads and scale your business to more locations and appeal to more customers. You can master the art of perfecting your ads and reaching the right audience by completing these free courses offered by Facebook For Business.

Success, of course, never looks as neat or as linear as meticulously listed steps for success. There will be unseen challenges that may throw you off but a broader understanding of all aspects that you must look into will help you stay better prepared for the exciting journey of entrepreneurship! So dive in and swim the currents of business with bravery, enthusiasm and vision!

Online Courses To Help You Build Your Leadership Skills



Leaders aren't born; they are made. And they are made just like anything else through hard work. And that's the price we'll have to pay to achieve that goal or any goal. - Vince Lombardi.

The coronavirus pandemic and its aftermath have not just disrupted lives and businesses but rather every aspect of a business from buying and selling to working remotely. As we slowly move out of this recession caused by the pandemic, leaders globally are thinking of new ways to learn, lead and adapt in the post-covid world. Successful organizations know the secret to their high performance that ultimately falls on the shoulders of good leaders. Therefore, continuing their leadership development will be crucial for weathering the current storm and for any long-term success. We have analyzed and gone through hundreds of courses to pick the top four courses i

Building Leadership Skills

Offered by HEC Paris

Course Fees: Free, without a certificate or ₹5,793 per month on Coursera

Duration: 3 weeks, 2-4 hours/week

Format: Pre-recorded, flexible

Eligibility: None

Course Description: A good leader is confident and in touch with his/her emotions. This course by HEC Paris helps you raise your self-awareness and gain self-confidence to be a better leader.

Key Takeaway: The "Savoir-Relier" leadership is a unique leadership approach that enables you with better team leadership. It gives valuable insights from industry professionals and participants in the HEC Paris leadership programme.

It is ideal for early, mid-career professionals and new leaders.

Harvard Business School Online's Leadership Principles course

Offered by Harvard Business School Online

Course Fee: \$1,750

Batches: March 2021, June 2021, July 2021 (The course has set application deadlines)

Duration: 6 weeks

Format: Live, online

Eligibility: Completion of pre-work and modules listed by the institution

Course Description: The course exercises have been developed to let you step into the shoes of decision-makers, gain insight into your leadership style, practice techniques taught in the course, and—in some cases—share feedback with fellow learners.

Key Takeaway: It will help develop the skills needed to address different situations faced by a leader capably and authentically.

It is ideal for early- and mid-career professionals, new leaders and early-stage or aspiring entrepreneurs.

Emotional Intelligence in Leadership

Offered by Harvard Extension School

Course Fee: \$1,750

Batches: 4 batches (March 9–12, 2021, June 7–10, 2021, August 23–26, 2021, November 30–December 3, 2021)

Duration: 4 days

Format: Live, Online

Eligibility: None

Course Description: This program is a 2-day intensive course designed to help you gain an honest awareness of yourself and how your behaviour impacts others. It moves beyond the basics to concentrate on using the essentials to build trust, manage difficult situations, build resilience, enhance team performance, and lead for long-term success.

Key Takeaway: Discover how to expand your leadership capacity and create an environment that fosters emotional intelligence.

It is ideal for mid-level managers across industries and functional areas.

Build a High Performing Virtual Team

Offered by Dale Carnegie

Course Fee: \$129

Duration: 1 session, 1 hour

Format: Live, online

Eligibility: None

Course Description: This course looks at building a cooperative and productive team remotely when working online.

Key Takeaway: This live online webinar gives you the communication skills to develop and motivate a successful virtual team.

Ideal for early - and mid - career professionals, new leaders working remotely.

These courses are specially handpicked to bring out the best in you to grow and take your team to new heights. In the words of John F Kennedy, 35th President of the United States, "Leadership and learning are indispensable to each other."



THE INTERNATIONAL REAL ESTATE COMMUNITY MANAGEMENT SUMMIT GOES GLOBAL THIS MARCH

The third edition of the International Real Estate Community Management Summit (IRECMS) will be a Global Edition with expert speakers from the USA, Spain, South Africa, Australia, UAE, Argentina, India, Germany, Panama, Colombia, Dominican Republic, Philippines, France and more. A virtual conference that every community manager and property manager must attend!

Launched in 2019, IRECMS is a progressive real-estate conference where thought leaders and decision-makers engage in a meaningful dialogue about issues concerning community management and other important future-specific capabilities that will be required as the market landscape, consumer expectations and other variables evolve.

IRECMS is carefully curated to address the needs of evolving markets like India where community management is practiced at a nascent stage as well as mature markets like the USA and UAE where employing dedicated community managers for buildings is a legal requirement.

“Over the past decade, through various conversations with real estate leaders and my personal experience of living across four continents, I can state that living in communities that have dedicated community managers makes everyday living a more wholesome experience. From a financial as well as familial perspective, investing in communities that are professionally managed tends to give multifold returns! This experience led to the creation of a platform like IRECMS,” says Jatin Deepchandani, CEO of Plan3Media Event Management (the company that has conceptualized and organized IRECMS).

After two exceptionally well-received editions in India, IRECMS is back with a Global Edition which will be a one-

day virtual conference scheduled for 16th March 2021. The agenda will cover crucial topics like the impact of the pandemic on the operational aspect of community management, the role of technology in creating safer living and working spaces as well as unexplored subjects like the contribution of community management in coliving spaces.

IRECMS Global has a stellar speaker line-up that features the President, President-Elect, and CEO of the US-based Community Associations Institute (CAI) along with CEOs and Presidents of professional industry bodies from Spain, South Africa, Australia, UAE, Argentina, India, Germany, Panama, Colombia, Dominican Republic, Philippines, and France.

“In my view, IRECMS is a great platform to share and gain acumen about key trends in community management. I am looking forward to coming back again and exchanging thoughts with international leaders and a truly global peer network this year,” says Jeevan D’Mello (Board Member, Community Associations Institute, CEO at Zenesis Corp) who will be speaking at IRECMS Global.

“I am looking forward to sharing my insights at the IRECMS Global Edition. It is an excellent platform for community managers to come together and explore opportunities in the industry and gain knowledge from experts. I commend the organisers for their phenomenal work on

the global stage.” says Pepe Gutierrez (CEO at Administrapolis, Spain) who will also be speaking at IRECMS Global.

With speakers from over 13 different countries, IRECMS Global is all set to be a 5-hour unmissable conference for community managers, property managers, and Owners’ Associations. “We are genuinely excited about the international exposure that every stakeholder is bound to get at IRECMS Global, whether you are an attendee, sponsor, or speaker! As long as you have a device with internet, you can access this conference, gain the most actionable insights, network with an international peer group and build valuable connections that you can lean on in this hyper-connected world,” says Harsha Agrawal (Event Director, Plan3Media Event Management).

The registrations for **IRECMS Global** are open, complimentary and available at www.irecms.com/global

More information about the organizing company, **Plan3Media Event Management**, is available at www.plan3media.com

For any more details, you can contact **Harsha Agrawal** at harsha@plan3media.com

A COMMUNITY EFFORT TO

The previous event held in Bengaluru was a success that hosted more than 350 Delegates, representing decisionmakers from the Real Estate Industry with more than 40 International Expert Speakers in the field and almost 130 Participating Companies.



About IRECMS

International Real Estate Community Management Summit (IRECMS) is a platform that serves the dual purpose of introducing the profession of Community Management in countries where it is not yet practised formally as well as enhancing this profession in countries where it is a legal Requirement.

The intent is simple- globally, there is a growing need to maintain the hygienic, financial, and societal health of gated communities built at a rapid pace in many countries, especially as the demand for lifestyle living increases an exponential rate. One of the most essential solutions to address this need is to encourage and sharpen the practice of dedicated Community Management. IRECMS is designed to serve the evolving needs of the real estate communities around the world, especially in the context of Community Management.

IRECMS Global Edition

The third edition of the International Real Estate Community Management Summit (IRECMS) will be a one-day, fully virtual conference. IRECMS Global will topline crucial subjects such as the impact of the pandemic on the way of working for Community Managers globally, insights

on rising community needs like wholesome assisted facility living for senior citizens, as well as ways in which community managers need to play a more significant role in driving a sense of community in the new evolved world order. The panel of speakers includes distinguished figures in the industry amongst the likes of Sathish Rajendren, COO & Head, Facilities & Asset Management Services at Knight

Frank India, Dr Samuel Azasu, Associate Professor & Coordinator- Executive Programs in Real Estate, the University of the Witwatersrand in South Africa, James Dodson, President at CAI in the USA, Jeevan D’Mello, Board Member at CAI & CEO, Zenesis Corp in UAE, Pepe Gutierrez, CEO at Administrapolis in Spain, Johan Kruger, CEO at Association Management Solutions (Pty) Ltd. in South Africa, Jessica Towles, President at Elect, CAI in the USA ranging across eight different countries.

Message From The Organizer Of The Event

After two successful editions, we are thrilled to announce IRECMS Global, a one-day virtual conference where we will curate experts from the USA, Australia, South Africa, Hawaii, the Middle East, and India to share insights on how community management has been impacted post the pandemic and more importantly how community managers can continue to play a crucial role in enhancing lives of residents, as well as real estate developers in their evolved capacities.

Like always, I am personally indebted to the Community Associations Institute for their continued support in our endeavour. We truly stand on the shoulders of this 45- year old institution as we dream to make communities happier, more wholesome, and more profitable for all stakeholders involved.

We hope you can continue to find meaning and value in IRECMS.



Jatin Deepchandani
CEO, Plan3Media

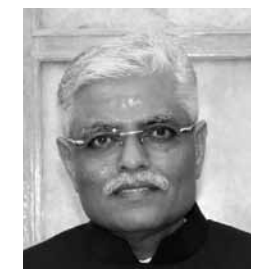
The Keynote Addresses By Foremost Leaders Of Real Estate

I believe IRECMS is a great platform given that the purpose and vision of the conference are well-articulated. If the same discipline continues, we will soon be able to leverage the insights of all professions who come together at IRECMS and benefit from each other. I look forward to many more of these.



Sanjay Dutt
CEO and MD
Tata Realty & Infrastructure Ltd.

In my view, as I already said that gated community management is the silent revolution in the Indian real estate industry, and CREDAI, MCHI and all the developers extend their full-hearted support. We welcome the community management coming over here, and we look forward to cooperative and collaborative association with the community management initiative and the community managers and the community management companies.



Nayan Shah
CEO and MD, Mayfair Housing

Transforming The Hotel Landscape

Brian Joseph Chesky is an American Billionaire Businessman and industrial designer. He is the Co-Founder and CEO of Airbnb. Chesky was named one of Time's "100 Most Influential People of 2015." He is known for his perseverance to get things done and his exemplary leadership skills that allow everyone to be creative and showcase their ideas and talents.



Image Credit: news.airbnb.com

Through it all, Chesky says, "The stuff that matters in life is no longer stuff. It's other people. It's relationships. It's experience."

Chesky's high school yearbook quote was "I'm sure I'll amount to nothing." Chesky thought it was funny. He, however, had plans of the antagonistic nature. He worked hard and stumbled upon an idea with his friend that forever changed his career and revolutionized the hotel industry.

Chesky has a brilliant leadership style. He encourages his employees to put forward their ideas to take the company forward. An example of this is, When Cheski interviews new employees, he always starts by telling them this, "Everything around you was designed by people no more experienced than you. Only four and a half years ago, we were operating out of a 3 bedroom apartment, and we had fewer resources than you have now. Back then, we dreamed of being able to hire the best people in the world. We have now hired you. You are here to change things."

So how was this great company created?

At Rhode Island School of Design, Chesky met Joe Gebbia, with whom he would eventually cofound Airbnb. Right before graduation, Gebbia pulled Chesky aside and told him: "Before you get on the plane, there's something I need to tell you. We're going to start a company one day, and they're going to write a book about it."

After completing college, Brian Chesky worked with 3DID in Los Angeles as an Industrial Designer and Strategist. He later shifted to San Francisco and started sharing an apartment with his friend Gebbia. The two unemployed graduates soon found themselves struggling with their finances.

A conference was hosted in San Francisco by The Industrial Designers Society of America, and all the hotels were fully booked. This sparked a flame in Gebbia's mind, and he pitched Chesky the idea of renting out their apartment to those who couldn't find a place to stay, a "designers bed and breakfast." The duo ended up hosting three people that weekend, offering up air mattresses and floor space, as well as Pop-Tarts for breakfast.

Their engineer friend, Nathan Blecharczyk soon joined Gebbia and Chesky. The three of them together started Airbedandbreakfast.com (initially called) in August 2008. Chesky "gravitated naturally to the role of leader," Fortune wrote in 2015.

At the start, the site failed to get traction, and the trio had officially hit a low. However, they continued their efforts to secure funding and eventually rose and built their empire. As Chesky explains, "We start with the perfect experience and then work backwards. That's how we're going to continue to be successful." A brilliant example of this is when Airbnb wasn't picking up in New York, so the two partners, Gebbia and Chesky, flew out and booked spaces with 24 hosts to figure out the problem. They eventually discovered that the users did a less than average job of presenting photos of their listings. According to Gebbia, "The photos were really bad. People were using camera phones and taking Craigslist-quality pictures. Surprise! No one was booking because you couldn't see what you were paying for."

Chesky's solution to the problem was simple and effective. According to Chesky, "A web startup would say, 'Let's send emails, teach [users] professional photography, and test them.' We said, 'Screw that.' Instead, they rented a \$5,000 camera and went door to door, taking professional pictures of as many New York listings as possible. This approach led to two to three times as many bookings on New York listings, and by the end of the month, Airbnb's revenue in the city had doubled. What was stunting growth in New York was

also stunting growth in Paris, London, Vancouver, and Miami."

This led to the introduction of Airbnb photography program, which was officially launched in 2010. This enabled the hosts to automatically schedule a professional photographer to photograph their space for a better user experience on the app.

They implemented various out of the box strategies that helped them grow their business enormously. One of the strategies adopted was Airbnb/Craigslist integration. They reached more than a thousand potential users via Craigslist. They had an added advantage that Airbnb listings were far superior to the other properties available; they had a personal touch added by the host, better descriptions and more decent photos of the property. They noticed that many Craigslist users made the switch and booked directly through Airbnb for their future vacations. Properties listed on Airbnb ended made more money on their listings as well.

The company soon spread across Europe. During the 2014 FIFA World Cup, they exceeded hosting more than 120,000 people in Airbnb homes. Airbnb had a \$20 billion valuation, by March 2015. In 2015, Airbnb became an official sponsor of the 2016 Summer Olympics in Rio de Janeiro, Brazil.

In 2015, Chesky rose to fame and was named in Forbes list of America's Richest Entrepreneurs Under 40. He also appeared on TIME's '100 Most Influential People for 2015'. In May 2015, the then President of US Barack Obama named him an Ambassador of Global Entrepreneurship. In accordance with his philanthropic values, in 2016, he joined Warren Buffett and Bill Gates' 'The Giving Pledge' where a group of billionaires pledge to give a majority of their wealth away during their lifetime. He also made an appearance in the Youngest Forbes 400 list in 2016.

Through it all, Chesky says, "The stuff that matters in life is no longer stuff. It's other people. It's relationships. It's experience."

The Outstanding Protege

Tim Cook is the mastermind behind the company with the world's largest market capitalization, Apple. Cook runs one of the most profitable companies in the world. He is an influential player in technology, design, publishing, and entertainment. He is a world-renowned leader that has taken Apple to new heights.

➔ When Tim Cook was just a young boy growing up in a small town in Alabama, he came across a bizarre situation. He was cycling home, and he happened to pass a large cross in flames in front of a house. Since it was his neighbourhood, he knew it belonged to a family of colour. Around the cross were men, dressed in white cloaks and hoods, hurling abuses and chanting racial slurs at the family. All of a sudden, Cook heard the glass shatter, and he could not bear to see any more of it and yelled, "Stop!" One of the men lifted his hood, and Cook instantly recognized him as a deacon from a local church nearby. Shocked, he pedalled away.

"This image was permanently imprinted in my brain, and it would change my life forever," Mr Cook said of the burning cross, in a speech he gave. In this speech, he said his new awareness made him feel that no matter what you do in life, human rights and dignity are values that need to be acted upon. And he found synergy of values perfectly at Apple that sincerely believes in the cause of "advancing humanity."

Tim Cook's Career:

Cook graduated with a Bachelor's Degree in Industrial Engineering from Auburn University in Alabama in 1982. In 1988, he earned his Master's in Duke University in Durham, North Carolina in Business Administration. Before joining Apple, he held crucial positions in companies such as International Business Machines Corporation, Intelligent Electronics, Inc. and Compaq Computer Corporation.

Cook joined Apple in 1998 as Senior Vice President of Worldwide Operations. The visionary Jobs introduced new products such as the iMac, the iPod, and the iPhone that received much media attention during Apple's turnaround. However, Cook's successful streamlining of its supply chain and operations were equally critical for the brand. Cook made some decisions to improve the production department and moved Apple products away from its factories to outsource the job to contractors. He often characterized inventory as "fundamentally evil" and compared Apple to a dairy, in which products should be sold while they were fresh and new. He reduced the time in which Apple's inventory turned over from months to days. With its sought-after products and efficient supply chain, Apple was in the enviable position of setting prices high while keeping costs low.

In 2005, Cook made investments that lay the groundwork for its future, including forming critical deals with manufacturers on flash memory. This computer-storage component would form the basis for the iPhone and iPad. In 2009, Cook was named interim CEO due to Steve Jobs' declining health. Throughout 2011, he acted as the interim CEO on multiple occasions when Jobs was on medical leave or simply recuperating. In August 2011, Jobs resigned from his role to recover and take care of his health and Tim Cook became the CEO of Apple. When Jobs passed away in October 2011, Cook had the Apple campus flags

down at half-mast in his memory. Cook said that after Jobs' death, "when the dust settled, all he knew was that he was going to have to be the best version of himself that he could be."

Moving ahead, Cook knew he had big shoes to fill. He swung into action. To strengthen his shareholder's faith, Cook split the stock, increased the dividend and engineered a \$90 billion buyback. These steps helped shares rebound almost entirely. He has led strategic moves to strengthen Apple's standing in the market such as setting up Apple stores in China, a huge market to tap into, and acquiring talent, while also spending \$3 billion to buy Beats. This music company brings Apple two primary music-industry shakers and deal makers, Dr Dre and Jimmy Iovine.

Warren Buffett (CEO, Berkshire Hathaway) and currently the world's ninth richest person, told Bloomberg, "Apple CEO Tim Cook may not be able to design a product like Steve." He added, "But Tim understands the world to a degree that very, very few CEOs I've met over the past 60 years could match."

Cook has operated on one single belief, "Our mission is to make the best products in the world in those areas that we choose to participate that enrich people's lives. And so, if we can't make the best product, we don't go in. If we can make a great product, but it doesn't help anybody, it doesn't enrich their life, then we're not gonna go in that either" as he told a reporter in his interview with CNBC.



Image Credit: en.wikipedia.org

For us, the most important thing we can do is raise people up - that is, either by giving the ability to do things they could not otherwise do, allow them to create things they couldn't otherwise create. It's about giving them tools; it is about empowering people."

Following Jobs would be a mammoth task for the best of leaders, but Cook has maintained individuality while driving the essence of Apple. Jonathan Ive, the head of design at Apple, says Mr Cook has not neglected the company's central mission: innovation. "Honestly, I don't think anything's changed," he said. And that includes the clamour for some exciting new thing. "People felt exactly the same way when we were working on the iPhone," Mr Ive added.

Not only has Tim carved a place for himself in the corporate world, but he has also taken bold steps that align with his personal philosophy too. In 2014 Cook ended years of speculation by publicly announcing, in an editorial in Bloomberg Businessweek, that he was

gay. That made Cook the first openly gay CEO of a Fortune 500 company.

He has been vocal on various public platforms on his support for environmentalism, gay rights and the urgent need to use sustainable products. Early in his tenure, he also established a program to match employee charitable contributions, upping the company's social commitment to the community at large!

But what makes Cook a brilliant leader, as spoken by him, is, "For us, the most important thing we can do is raise people up - that is, either by giving the ability to do things they could not otherwise do, allow them to create things they couldn't otherwise create. It's about giving them tools; it is about empowering people."

Heroic Leadership: How Heroes Rise Above Crisis



The COVID-19 pandemic has disrupted lives worldwide. Companies shut down as they could not withstand the lockdown and forced employees to migrate as they could no longer afford the high living cost.

But through it all, we have seen the rise of authentic and genuine leadership take the reins that have steered us along this rocky and challenging ride. The crisis brought ingenuity of people, from all walks of life, to the core and demonstrated how a single individual with determination can impact the community.

Let's meet some of the inspiring people who brought hope in the bleakest of times.

1. José Andrés (Founder of World Central Kitchen)

The chef and restaurateur has fed and nourished those affected by the crisis. He was seen forklifting food onto quarantined cruise ships and serving nearly 100,000 meals a day to healthcare workers and others in the hotspot. He provided much-needed jobs for restaurant employees. Andrés's accomplishments include turning the Washington Nationals' baseball stadium

into a vast community kitchen to serve D.C. residents.

2. Jack Dorsey (CEO of Twitter)

Dorsey announced that he would donate \$1 billion of his equity in payment startup Square to a COVID-19 relief fund. He ensured that his transactions were made transparent to show how the funds helped people tackle the virus; he even tweeted a public Google spreadsheet tracking the process.

3. Robert Wagner (Community Activist)

With the increasing number of cases in Poland, the medical staff were overwhelmed and had to work longer hours to treat the alarmingly huge number of patients. In response to this situation, many volunteers came together to form support groups for the overstrained medical staff. Robert Wagner is one of the dozens who stepped up to the occasion and volunteered to deliver coffee, energy drinks, water and packed lunches to paramedics and doctors working overtime. "We are trying to support medical professionals, working a dozen or so hours a day to protect us against coronavirus," he said.

4. Roger Mackell and David Gaunt (Owners of Gleebook)

One of the most commonly reported impacts of the lockdown was an increasing sense of isolation within people around the world. To alleviate loneliness among people, an Australian bookstore started a free bicycle delivery service to bring books to customers stuck in their homes. "Books are a nice way of travelling without having to go anywhere," said the store's cyclist Nerida Ross. "I think there's a lot of anxiety. People are pretty uncertain so they're just really grateful to still be able to access the things that give them joy, without having to leave the house," said James Ross, Event Manager of Gleebooks.

5. KK Shailaja (Minister for Health and Social Justice, Kerala)

Kerala's Minister of Health and Social Justice, KK Shailaja, was a high school science teacher before she got into public service. By the third week of May, while coronavirus cases were spiking in the rest of the country, crossing the one lakh mark, Kerala had 690 reported cases, with four deaths. Shailaja Teacher, as she is popularly known, had already dealt with Nipah in 2018. She started planning for COVID-19 meticulously in January itself once she heard of the rising cases in China. Her methods were proactive, direct and empathetic. She visited patients in isolation wards and considered it her job to impart enthusiasm to health workers.

This pandemic has inspired and driven heroic leaders globally to act, contribute and help the people. These unprecedented times have shown us the kind side of many people, even the top corporate leaders in the world. As Christopher Reeve, American Actor, said, "What makes Superman a hero is not that he has power, but that he has the wisdom and the maturity to use the power wisely."

Life-Long Habits For Leadership Development: Self-Discipline



If you want to be an effective leader, you need to learn, grow and evolve every day. Happiness, success, and fulfilment stem from our will to focus and control our emotions. Small habits drive the change that leads us to success eventually. The book Atomic Habits encapsulates this very idea that simple decisions taken every day can have a compounding effect on the end results we achieve. How do you pick habits that will take you toward, not away, from the life that you desire. Below is a carefully curated list of habits followed by the most admired leaders in their day-to-day living that could give you some ideas.

1. Take Notes

One of the most important habits, as quoted by Business Mogul Richard Branson, "Regardless of where I am or what I'm doing – perhaps with the exception of kitesurfing or swimming – I always have a notebook on hand. My secret 'life hack' has also been to write it down! I can't tell you where I'd be if I hadn't had a pen on hand to write down my ideas as soon as they came to me,"

It's a simple behaviour that has a significant impact on you and your team. Taking notes is critical to you as a leader and often very helpful for your team. It helps you organize your thoughts, have a record and demonstrate what's truly important.

2. Take your time in the morning.

Jeff Bezos shared that he tries to match his rise with the sun, never setting an alarm clock, but allowing himself to wake up naturally. He then proceeds to spend time reading the news and enjoying breakfast with his wife of 25 years and their four children.

If you find it difficult to wake up several hours before you need to, you can read about the benefits it has on your overall health. Psychologists stand by the Bezos' method, articulating the

benefits of enjoying the beginning of our days instead of rushing through them in setting our mind in a positive light to get our day started.

3. Try to learn something new every day.

In an interview, Mark Zuckerberg, Founder of Facebook, shared that he tries to read a book every two weeks and even takes on yearly challenges that give him time to dive deep into a topic or expertise. From learning Mandarin Chinese to running one mile every day and building an AI for his home, he uses these mile markers to keep him focused and inspired.

Setting personal goals is a handy tool in the self-development process. It is a brilliant way to truly improve your cognitive abilities, practice self-reliance and enhance your creativity.

4. Maintain a work-life balance

Reed Hastings, Co-Founder of Netflix, takes six weeks of vacation every year. He makes an effort to get away from work to relax, replenish and take care of his physical and mental health. He strongly feels that taking breaks makes him better at his work.

Psychologists are strong proponents of taking more vacation time, citing its benefits to productivity in the workplace. Some other benefits include improved

physical and mental health, increased mental power and decreased burnout.

5. Make health a priority.

Arianna Huffington, Co-Founder of The Huffington Post and the Founder and CEO of Thrive Global, acknowledged this need and said, "We need a third metric of success, which include our health and our being, first of all, because if we sacrifice that, what do we have? And our capacity to tap into our own wisdom, our own sense of wonder at the beauty of life that we so often miss, and our capacity to give, and to be kind."

Health and overall wellbeing is a critical component to achieving success. You do not have to forgo your health or work yourself to burnout to achieve success. As Jim Rohn states in his book the 7 Strategies For Health and Happiness, "Remember this rule: INCOME RARELY EXCEEDS PERSONAL DEVELOPMENT. That's why all of us must subject ourselves to self-examination", and one of the main points of your self-examination should be your physical and mental health because, without your health, you have nothing. Set goals everyday to workout and eat healthily, and bit by bit, you will transform into the person you desired to be all along.

We leave you with this quote to reflect upon, "You do not rise to the level of your goals. You fall to the level of your systems" - James Clear.

Brave, Not Perfect - The Story Of Reshma Saujani



Image Credit: Wikipedia

Reshma Saujani, Founder and CEO of Girls Who Code is a celebrated advocate, working towards closing the gender gap in technology and changing the image of what a computer programmer looks like and does. She is the author of the International Bestseller *Brave, Not Perfect*, which has inspired many and was born out of her famous TEDx talk. She also wrote the New York Times Bestseller *Girls Who Code: Learn to Code and Change the World*.

➔ Saujani is the leading advocate for equality for women in the U.S. She is known for her positive impact on minimizing the gender gap. She is also the poster child for the perfect work-life balance. She not only leads her organization but also allots free time to spend with her family and encourages her staff to do the same. She started her career as an activist and attorney. In 2010, she set foot in the political scene as the first Indian American woman to run for U.S. Congress. Her journey began when she campaigned for New York City public advocate in 2013 (she ran in the Democratic primary). On the political front, Saujani has served as the Deputy Public Advocate for New York and ran a spirited campaign for Public Advocate in 2013.

In an interview, Saujani revealed how Girls Who Code was born, “When I ran for Congress in 2010, I visited schools and classrooms along the campaign trail. And when I lost, something about my time visiting those schools stuck with me: the lack of girls in computer science classrooms. After doing more research, I realized that no one was even talking about the lack of women and girls in computer science. So I pulled together some funding and a team, and together we taught 20 girls how to code in a tiny bit of borrowed office space. And now, six years later, we’ve reached 90,000 girls, and we’re not slowing down. We’re well on our way to reaching gender parity in entry-level tech jobs by 2027. I never could have imagined seeing this kind of success so soon — our college-aged alumni are choosing to major in computer science or related fields at 15 times the national rate — and I’m so excited to see what’s next.”

One of the most impactful moments in Saujani’s life was when she tried to bring her idea of Girls Who Code to life. She asked many people for help, help with brainstorming new ideas, help with funding, and help with transforming this idea into something that would revolutionize the world. When she approached her friend, Brian O’Kelley, then the CEO of AppNexus, he offered her something genuinely invaluable- Space. Saujani says, “Thanks to him, we have been able to change the lives of nearly 100,000 girls nationwide. Sometimes

those unexpected gifts can be the ones that impact you the most!”

Girls Who Code teaches computer science to young girls from the sixth to twelfth grade, with almost 8,500 programs worldwide. The course curriculum is based on the beginner-level Scratch and the advanced-level JavaScript programming languages. Volunteer instructors lead classes at host sites provided by volunteer organizations. They currently offer membership to their clubs, college looks, summer immersion programs and code at home in four countries: United States, Canada, United Kingdom and India.

In February 2019, she published her book *Brave, Not Perfect*. The book addresses how girls learn at an early age to be perfectionists and afraid of failing, rather than being brave. She shares several perceptions and practices to become courageous in life. Based on hundreds of interviews with women across the country, they are about the

The book, was inspired by the popular TED Talk by Saujani, reveals women’s pressure to look perfect and the patterns of beauty that control their lives.

of culture and environment. I love that her husband will come in and bring Shaan. She’s a great example of how to balance those parts of your life. I’ve worked a lot of places where that wouldn’t be a part of the culture. At Girls Who Code you can be on a conference call and you can be hanging out with one of the ‘Babies Who Code,’ as we call them.”

Saujani encourages staffers to spend time with their children, hit the gym, or whatever it is that brings each employee their sense of balance before stepping into the office. She also encourages staffers to leave the office at 5 PM every day. Girls Who Code offers a work-from-home option on Fridays to maintain a better work-life balance.

She was upfront in revealing about what it is like to be a successful woman,

willingness to transform the world and their accounts of the journey to accepting imperfections.

The book, was inspired by the popular TED Talk by Saujani, reveals women’s pressure to look perfect and the patterns of beauty that control their lives.

Saujani says, “To me, bravery is about embracing imperfection. And that has nothing to do with being nice or being a mean girl. Being a “nice girl” shouldn’t mean you have to say yes to every request or turn down the things that put you in the spotlight. Women deserve the chance to shine, to be bold, and that comes from learning to be brave.”

Saujani runs her organization differently than most people do. She tries to give every employee the liberty to do the things that they love while also working at their job. “I love that she’s developed that atmosphere with the team,” said Emily Reid, Director of Education at Girls Who Code. “A lot of [the children of staffers] will come in and visit. She’s built that kind

mother, and wife, while also being married to a successful man. Her husband, Nihal Mehta, is the Founding General Partner at Eniac Ventures, an investment firm focused on mobile technology.

Saujani waited till she was 36 years to get married as she knew exactly the type of man she wanted to be married to, who would give his career and parenting tasks equal importance. Mehta asked her to marry him twice, Saujani finally agreed on the third proposal. She said, “I knew I needed a co-parent. Some guys weren’t up for that. I am moulding Shaan to grow up like his father. He’s going to be a feminist. He’s going to have a deep appreciation for women, and he’s going to support someone who’s interested in making a difference in the world.”



Image Credit: Wikipedia

BuzzFeed started as a lab with a small team where we would play with ideas.

The Era Of Viral Content

Jonah Peretti is the Founder and CEO of BuzzFeed, social news and entertainment company. He was also the Co-Founder of The Huffington Post. Peretti was intrigued by viral content and launched BuzzFeed in 2006 to track contagious content that was a big hit.

➔ It is an exciting story that got Jonah Peretti into the spotlight. It all started with a service that Nike launched customizing their shoes, which was a novel thing at that time. Peretti decided to see what words the system allowed him to put under the Nike swoosh: “I first tried a four-letter word and it rejected it, and so I was trying to figure out how the system worked. They had blacklisted a bunch of words. ... And then I put the word ‘sweatshop’ in, and it went through.”

Soon, the next day, he got an email from Nike rejecting the order and “saying the word ‘sweatshop’ is inappropriate slang,” Peretti tells the audience in New York

City: “I just responded ... and said: ‘No, it’s in the dictionary. It means a shop or factory where workers toil around in unhealthy conditions. Now can you send me the shoes?’”

After a series of back-and-forth emails, in which Nike continued to reject the order, Peretti pasted the correspondence together and sent it to a few friends.

Peretti’s email spread so widely that, despite knowing little about the sweatshop issue, “I ended up on the Today Show with Nike’s head of global PR and Katie Couric talking about sweatshop labor.” He started asking himself, “How can a student with no context in the

media reach millions of people about an issue he knows very little about?” As told by Peretti to Guy Raz at a live taping of NPR’s podcast “How I Built This.”

As time went on, the viral Nike email put Peretti in contact with Ken Lerer and Arianna Huffington, with whom he eventually founded the Huffington Post in 2005. Shortly after launching HuffPost, which sold to AOL for a whopping sum of \$315 million in 2011, Peretti started BuzzFeed as a side project due to his obsession with contagious content.

During his time at Huffington Post, Peretti began a side project called Contagious Media, LLC with John Johnson and Ken Lerer, in May of 2006. He was curious about how content went viral and started his quest to discover the world of viral media. According to Peretti, “BuzzFeed started as a lab with a small team where we would play with ideas.” In September of 2006, BuzzFeed (Contagious Media at the time) made its first editorial hire, and BuzzFeed officially launched the following month.

Buzzfeed was initially known for its instant messaging client called BuzzBot. It used algorithms to examine links from hundreds of blogs and then messaged users that day’s most popular content. However, Peretti soon realized that the idea would not work in the long run as it was not scalable and so BuzzFeed instead began to focus on building a site highlighting the popular links found by BuzzBot. According to Peretti, “We found that using the detector worked well, but having the detector plus a person to frame the link was good.”

Peretti then turned his focus on why people share things and what makes it spread like wildfire.

Their first viral post was a meme titled “Disaster Girl.” The meme entailed a young girl standing in front of a burning house, and she had a sly look on her face like she set the house on fire.

The picture was sent and shared all over the Internet, and BuzzFeed grabbed the opportunity with open arms. The editors cropped the girl and made several memes placing her in front of other things that made her look guilty and relatable to everyone.

Another tactic that BuzzFeed found was using pictures of cute animals with silly captions. According to Peretti, “People say the Internet is made of cats. The reason is not because of cats; it is because people like to have an emotion where they say ‘aww’ all at the same time.

These images turned out to be a great way to share content among friends and family, where the sharer looked cool for finding something funny, while also keeping in touch with near and dear ones. With deep insights into what makes people want to share, supplemented by a culture of data and testing and a strategy that distributes BuzzFeed’s content everywhere, its global audience has grown to greater than 200+ million uniques per month with over 6 billion global content views under Peretti’s brilliant leadership. Soon they went from having billions of impressions of their links on these social platforms to having billions of content views on the social platforms because it was easily accessible.

In his interview with Business Insider, he advised young entrepreneurs, “If you want to build an empire - I accidentally/reluctantly found my way into building something much bigger than I expected. But I think, start small and focus on the customer or the audience, solving problems for them and focusing on that small thing. Then figure out how to scale that into something much bigger.”

Peretti believes that as we continue to see the disruption of technology, online companies such as BuzzFeed will continue to grow and follow a similar trajectory like that of film studios and TV stations, that started small, with limited content, and later expanding to become mainstream content providers. Furthermore, true to his word, the industry is booming now more than ever.

The charm behind BuzzFeed is Jonah Peretti’s mentality; he is the kind of person who never sees the cloud, only the silver lining, no matter how dark things get. The lessons we can take home from the rise of this empire is that anything can be transformed into something big and marvellous if you have the vision to make it grow and keep with it even on the bad days.

2021 Could Be The Best Year To Start A Company



Numerous startups experienced exponential growth during the 2020 crisis, by focusing on delivering important solutions to challenges that people were facing worldwide! LinkedIn curated a list of all such startups and released 'The Top Startups of 2020'. There are many companies featured, along with some well-known companies such as better.com and DoorDash.

Trends from the past year will undoubtedly begin to accelerate as we head into 2021. As the vaccine is now being administered to people worldwide, there will be considerable demand for consumers who want to travel, shop, and get their lives back to normal. Simultaneously, some of these other trends, like remote work and leaner workforces, will also continue to accelerate. So finding ways to capitalize on both remote working and finding solutions to the pain points for customers will be crucial for entrepreneurs.

Here are the top 3 reasons why you should start your business this year:

1. Increase in online content

The pandemic has accelerated digitalization in the world by leaps and bounds. It has become more

comfortable, accessible and cheaper for people worldwide to start businesses such as e-commerce, virtual assistant work or coaching with 0\$ in their bank accounts and scale it up to a million-dollar company.

E-Commerce recorded a spike of nearly 40 per cent in 2020, which is promising if you are looking to start an online business. According to the Harvard Gazette, more than 300 talent platforms have emerged as digital transformation speeds up.

People staying at home and working remotely are now consuming online content more than ever before. This translates to reaching more potential customers online and growing your business at a faster rate.

According to Statista, in 2017, 46.8 percent of the global population accessed the internet. This figure is projected to grow to 53.7 per cent in 2021.

2. Customers are waiting to get back to their pre-covid routine

Many entrepreneurs may be hesitant to start a new business this year because

they feel the customer base will be low. It's correct that the world is currently facing a pandemic that has significantly reduced the purchasing power of customers. However, individuals, especially in lockdowns in the European countries, are looking forward to going out and spending their money once the lockdown in their respective countries is lifted. However, in starting any business, it will be difficult at the start, but only by enduring the storm will you get to see the rainbow in the end.

According to PwC Global, the World Economy is projected to grow at record speed. The global economy is expected to expand by around 5% in market exchange rates, which is the fastest rate recorded in the 21st century. Their projection is conditional on the successful deployment and spread of effective COVID-19 vaccines and continued accommodative fiscal, financial and monetary conditions.

3. Lack Of Time Is No Longer An Excuse

This is the perfect time to work on ourselves and our goals. Remote working becoming the norm also means that we have more personal time to execute that business idea. Many side hustles have turned into big companies that are flourishing today. It is time to take the leap of faith, put in the work and launch the business. Now is as a good time as it can ever be to embark on this beautiful venture.

As Vince Lombardi, American Football Coach rightly said, "The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavour."

In conclusion, as we enter this new year, there is bound to be uncertainty, but that should not dampen the entrepreneurial spirit. Let's start searching for solutions to the problems that we face today, and we can monetize the solution while helping others and transforming the world along with it.

Thought Leadership Documentaries To Watch

As an entrepreneur or a leader, learning is essential. It gives us a key to unlocking limitless potential and knowledge. Almost every world-renowned leader is known for reading at least 30 minutes a day. Do you fall in this bracket? If reading is not your cup of tea, that is perfectly fine. Here is a list of five recommended documentaries to watch that will boost you as an entrepreneur and leader.

1. Jiro Dreams of Sushi

Duration: 1h 23m

Jiro Dreams of Sushi is a 2011 Japanese-language American documentary film directed by David Gelb. This documentary is the story of Jiro Ono, a three-star Michelin recipient, who has customers willing to spend \$300 a plate. He is the owner of a modest 10-seat, sushi-only restaurant located in a Tokyo subway station. Jiro has been making sushi for decades, and his obsessive dedication has led him closer to perfecting it. Japan has called him a "national treasure," however, the 91-year-old sushi master says he still has room to improve: "Even at my age, in my work I haven't reached perfection. I'll continue to climb, trying to reach the top, but no one knows where the top is!"

Lesson from the documentary: Perseverance and a strict work ethic will always pay off.

2. Happy

Duration: 1h 13m

Happy is a 2011 feature documentary film directed, written, and co-produced by Roko Belic. The documentary "Happy," is essentially a how-to guide to happiness, including numerous psychologist opinions and personal stories about perseverance and resilience. In using statistical analysis by professional psychologists, Belic accomplishes an excellent educational aspect to the documentary and supports achieving happiness with people's narratives. The film incorporates many transitional clips: maps, charts



and anatomy models. By tying these clips with psychologist interviews and personal examples, Belic creates an authentic self-guide to happiness.

Lesson from the documentary: This combination, all in all, reinforces the central idea that it is your responsibility to pursue happiness.

3. Something Ventured

Duration: 1h 25m

Something Ventured was directed by Emmy Award-winning filmmakers Dan Geller and Dayna Goldfine. The documentary tells the story of creating an industry that became the symbol of growth and innovation in the 20th century. The film includes some of the finest entrepreneurs sharing how they worked with venture capitalists to grow global companies like Intel, Apple, Cisco, Atari, Genentech, Tandem and others. During the 1950s, this small group of people developed a new business culture that encouraged calculated risk that gave tremendous rewards.

Lesson from the documentary: Taking calculated risks can result in unprecedented rewards.

4. Steve Jobs: One Last Thing

Duration: 56m

Directed by Sarah Hunt, Mimi O'Connor, 'Steve Jobs – One Last Thing' focuses on the talent, style and imagination that have shaped and moulded him. The film looks at Jobs' personality and reputation through interviews with co-workers and people who worked closely with him. It provides a unique insight into what

made him tick. The film also features an exciting interview with Jobs. It took place a year after he was first diagnosed with cancer. Jobs explains his philosophy of life and offers advice on changing our own life to achieve our ambitions, desires and dreams.

Lesson from the documentary: It's always helpful to step inside the mind of a genius.

5. The Creative Brain

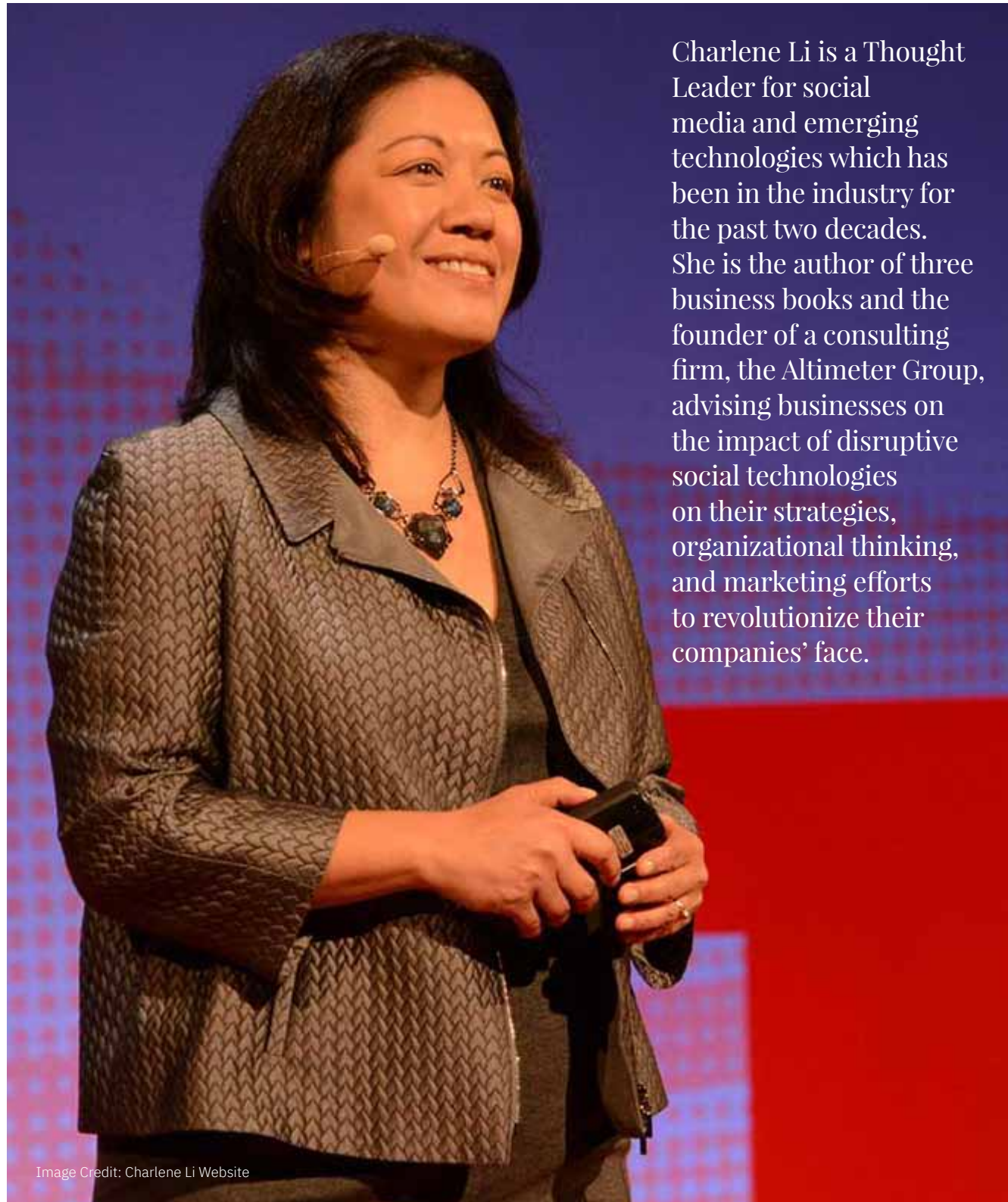
Duration: 52m

The Creative Brain is directed by Jennifer Beamish and created by neuroscientist and entrepreneur David Eagleman who has dedicated his life to studying the brain. The Creative Brain takes audiences on a journey to meet accomplished professionals from across the creative spectrum, unravel the creative process, and encourage us to be more creative. The film also features exclusive interviews with creatives such as Game of Thrones co-creator and Emmy Award winner D.B. Weiss, Grammy. He highlights the real-life examples of failure and success in the creative industry, and encourages audiences to self-reflect, discover their passion, and embrace their inherent human ability to be creative.

Lesson from the documentary: It will help you understand your brain on a deeper level and tap into that power.

In conclusion, documentaries are a great fusion of fun and learning. These films will open you up to new avenues and concepts through brilliant screenplay and storytelling. The best of both worlds indeed!

The Disruption Guru



Charlene Li is a Thought Leader for social media and emerging technologies which has been in the industry for the past two decades. She is the author of three business books and the founder of a consulting firm, the Altimeter Group, advising businesses on the impact of disruptive social technologies on their strategies, organizational thinking, and marketing efforts to revolutionize their companies' face.

Image Credit: Charlene Li Website

➔ Charlene graduated magna cum laude from Harvard College and received her MBA from Harvard Business School. She founded and runs the Altimeter Group, a disruptive industry analyst firm that Prophet acquired in 2015. With over 20 years of tech and business experience, she is a respected advisor to Fortune 500 companies on digital transformation and leadership.

Charlene's approach to helping businesses is to dig deep, identify the root cause and attack the problem. In her experience, many companies find themselves stuck in one place because they can't get out of their way. She refers to these as "stuck organizations" since they're essentially wired in old mindsets and need to shift to new mindsets and methods to take the company forward.

An example of the conflict between old mindsets and the need for modern methods can be seen in a report titled Deloitte's Global Human Capital Trends. While employers' intentions are sincere when it comes to engaging their employees, those intentions are rarely followed with action. According to this report, 84 percent of executives rate employee experience as necessary and 28 percent believe it's among the top three issues for their businesses. However, only 9 percent feel they're ready to address it.

Charlene talks about these emerging themes and concepts in her book, *The Disruption Mindset: Why Some Organizations Transform While Others Fail*. Her decades of experience in technology, media, and strategy are further enriched by interviews with some of the most forward-thinking leaders today.

Charlene's passion in life is all about finding moments when genius strikes, as she explains, "But what I live and work for is creating the "A-ha Moment". It happens when someone is thinking through a perplexing problem and then comes that moment of recognition and understanding. Light moves across their eyes, followed by a smile. They move from being in a place of confusion, where something is happening to them, to a place of understanding, where they have agency over their situation. Helping leaders take that first step to have a

sense of empowerment and optimism, tempered by the knowledge of the journey ahead, is what drives my work."

She is also a thought leader on social media use and advises businesses on which strategies to successfully adapt to meet their goals and objectives. She defines social media as "it is really around these technologies that allow people to connect. It's much more than a technology that young people are using. It's being used by so many people now that it's becoming, like YouTube more than 50 per cent of the urban population is regularly using some online video. The difference, though is that, not everybody is necessarily creating the content. A lot of people are watching it, listening to it, and likely sharing it too. Especially small numbers of people who are actually creating the content, and I think most of us have probably someone to post the blog. Some of us may be very active in social networks, but we don't really consider ourselves to be at this very top of the pyramid of people who are creating content. I don't think you need to be. I think Social Media again is just media content information that is being shared by people with each other," when the National Centre interviewed her for Women and Information Technology.

Based on her extensive research and enriching personal interactions with the most progressive thought-leaders in business, she has unravelled the secret of successful disruptive organizations. She has found one common ingredient in all disruptive organizations, she revealed in an interview, "And what I found is that these disruptive organizations, companies who have been able to drive exponential growth in change, they do one thing and one thing really, really well. And that is they focus on their future customer. And it sounds so simple. But really, ask yourself, do you know who your future customer is? Because if you don't, then you won't make the sacrifices, the investments, make the hard choices today to go after them in the future. And that's the hardest part because if you're a successful company, you have beautiful, profitable customers looking you in the face, saying, "come on, let's do business together". And to be disruptive, you have to say to them, "love you, I'll serve you well, but my future lies elsewhere" and

you're going to turn part of your attention to that future as well."

She has added many feathers to her hat, including being named one of the Top 50 Leadership Innovators by Inc. and one of the most creative business people by Fast Company.

She is also a board member in Jumpshot, Board of Directors, Audit Committee (2018-present),

Harvard University Alumni Association, Elected Member of the Board of Directors (2011-2014),

World Economic Forum's Global Agenda Council on New Models of Leadership (2011-2013)

Charlene believes it's the leader who has to take responsibility for their company and the disruptive patterns. As a leader, Charlene thinks every leader must think in a disruptive way to create change. She says, "And frankly, if you're not creating change, you're not a leader. You're a manager."

She further adds that her advice to leaders everywhere is, "There's so many people who want to see and be leaders, then think about really how can you drive a huge amount of change because you're quite capable of doing it. Your organization is capable of doing this too, as well. And don't stop short. Disruption is completely within our grasp. So let's go and get it."

There's so many people who want to see and be leaders, then think about really how can you drive a huge amount of change because you're quite capable of doing it. Your organization is capable of doing this too, as well. And don't stop short. Disruption is completely within our grasp. So let's go and get it.

The Anecdote of A Self Made Billionaire

Evan Thomas Spiegel is an American Businessman and the Co-Founder & CEO of the American social media company Snap Inc., which he created with Bobby Murphy and Reggie Brown. Spiegel was named the Youngest Billionaire in the World in 2015. He is viewed by many as a dedicated product visionary and tech genius who knows exactly what young people want.

Who is Evan Spiegel?

Born in 1990 in Los Angeles, California, Evan Spiegel led a luxurious life with his parents working as well-to-do lawyers. He is the Co-Founder and CEO of Snap Inc., the Parent Company of Snapchat.

He got into Stanford to study Product Design. He soon met Murphy, a junior studying Math and Computational Science while Spiegel was a freshman. They began experimenting trying to create

apps. Their first side project was a site that aimed to improve and make the process of applying to college effortless for high school students, but it failed to get traction. However, some good did come out of it as they realized that they made a good team.

The original idea for Snapchat

I'm not a great manager; I try to be a great leader. And for me, that's been going through a process of not how to be a great CEO but how to be a great Evan, and that's really been the challenge.

was by Reggie Brown, Spiegel's fraternity mate. Since most of the photo apps were advertising ways to make photos prettier or more stylized, they realized the need to do something different. "We wanted a place to share awkward selfies and funny photos with our friends." Spiegel wrote, in his first blog post about how Snapchat was founded.

That summer, the three locked themselves at Spiegel's home in Pacific Palisades. They focused on building a business through designated roles: Spiegel as CEO and Designer, Murphy as CTO and Developer and Brown as Chief Marketing Officer. In July 2011, they debuted an early version of Snapchat, then called Picaboo, an app that allowed users to send photos that quickly disappeared.

The project's initial promise gave way to fights amongst them; Spiegel and Murphy finally decided to let Brown go. They then went ahead with the newly renamed Snapchat. Sales were decent that fall, but by winter, the app recorded 20,000 users in January 2012, before ramping up to 100,000 in April. The surge in demand brought a considerable increase in server bills, but a \$485,000 investment bailed out the founders from Lightspeed Venture Partners in May. Spiegel subsequently dropped out of Stanford, a few weeks shy of graduation.

They rebranded as Snap Inc. in September 2016. The company then unveiled its new camera-equipped Spectacles two months later and earned more than \$400 million for the year.

However, the company soon found itself in a tight spot as it failed to meet its expectations for quarterly earnings after going public in March 2017. Their stock price dropped below **\$12** per share by August. The drop off was partly due to cut-throat competition from rivals like Facebook, that had mimicked their story feature amongst others.

Spiegel then found a way to make the company bounce back and announced that Snap would meet the challenges by introducing new algorithmic filtering for content and developing innovative products such as its recently unveiled augmented reality lenses.

The app soon became popular the following winter, eventually making its Co-Founders Billionaires when Snap went public in early 2017. Its ever-increasing popularity made it possible for them to have almost 150 million snaps per day. They didn't stop growing, nor did they stop innovating. The next big thing to come was the 'stories'. The disappearing stories lasted for 24 hours and were a hit.

Snapchat's massive fame and recognition can be seen

by the fact that just two years after its launch, Facebook CEO Mark Zuckerberg tried to acquire it for **\$3 billion**, but Spiegel refused. By 2015, Snapchat witnessed the most significant growth among social media and messaging apps.

Personal Life

Spiegel began dating supermodel Miranda Kerr during summer, 2015. They were first introduced at a 2014 dinner for Louis Vuitton. In May 2016, the couple purchased a 7,164-square-foot house owned by Harrison Ford for **\$12** million. A short while later, the power couple announced that they were engaged in July 2016.

The 29-year old, Evan Spiegel was named the youngest billionaire in the World in 2015. According to Forbes, he has an estimated net worth of around **\$2.1 billion** as of March 2020. He is ranked number 225 in the Forbes 400 list. In 2017, he was named the highest-paid CEO after getting **\$504 million** in total. In 2017, Evan and Bobby vowed to donate up to 13,000,000 shares of Class A common stock to art, education, and non-profit youth foundations over the next 15–20 years.

Spiegel has always been private, sources say, and the combination of leaks and exposures have only reinforced his reservations. "It's not fair that the people who try to build us up and break us down get a glimpse of who we really are," he wrote in a memo he shared to Twitter following the Sony hack. "It's not fair that people steal our secrets and make public that which we desire to remain private." That tweet, and all of Spiegel's tweets, have since been deleted.

Snap employees often don't know about products the company is working on until they're announced publicly. Spiegel moves across the company's network of Venice Beach outposts in a black car flanked by his security detail. His security costed **\$890,399** in 2016.

"I'm not a great manager; I try to be a great leader. And for me, that's been going through a process of not how to be a great CEO but how to be a great Evan, and that's really been the challenge." – Evan Spiegel

Best Pieces Of Advice For Entrepreneurs In 2021



Locked up in our homes in 2020, many of us turned our attention to working on ourselves. Whether it was establishing an exercise routine or simply getting down to the task of reading the books that have adorned our shelves for far too long! According to market research, people took to reading self-help books with renewed vigour! The self-improvement market was worth \$9.9 billion in 2016 and is estimated to grow to \$13.2 billion by 2022, with a 5.6% average yearly gain.

The year 2021, marked with a mix of uncertainty and hope, is the year to implement the nuggets of wisdom that we have so carefully collected in the past one year. So we rounded up the best of advice for entrepreneurs that any aspiring entrepreneur can swear by, this year!

1. Take one step at a time

We often get so overwhelmed that we forget to look at the big picture. Sometimes, all we need is to take one step forward, from our business plans to personal development. In the long run, it leads to a completely different life, a transformed company and a deep sense of accomplishment and happiness.

As Warren Buffet, CEO and Chairman of Berkshire Hathaway, said, "I don't look to

jump over 7-foot bars — I look for 1-foot bars that I can step over."

2. Don't be afraid to fail

Failure is part and parcel of life. We often get so scared of losing that we don't try. With every failure, we evolve into the person that we need to become. Every entrepreneur has gone through hardships and disappointment that has ultimately taught them what it takes to build a successful business that would keep growing.

As Chris Hardwick, an American Actor and Writer, said, "No human ever became interesting by not failing. The more you fail and recover and improve, the better you are as a person. Ever meet someone who's always had everything work out for them with zero struggle? They usually have the depth of a puddle. Or they don't exist."

3. Pick the best talent for the job.

COVID-19 did come with some benefits, including the boom of online markets and remote working. We can now employ the best talent, regardless of where the person resides. Having good employees is crucial for any business. Talented employees can make or break the company, so choose wisely and pick well.

Like Brian Tracy, Canadian-American Motivational Public Speaker, said, "The smartest business decision you can make is to hire qualified people. Bringing the right people on board saves you thousands, and your business will run smoothly and efficiently."

4. Be very adaptable

Before the pandemic, we could have never imagined such a scenario to play out. With lockdowns happening worldwide, companies were forced to change and adapt, and those who couldn't lost out on their business. Adaptability is a crucial skill in today's chaotic world. There is a need to adapt to new trends to keep customers and employees engaged and happy..

Like Max McKeown, English Writer, says, "All failure is failure to adapt, all success is successful adaptation."

The year of 2021 will be filled with surprise and the only mistake we can make is one of inaction. In the words of Federico Fellini, Italian Film Director, "One of the greatest handicaps is to fear a mistake. You have stopped yourself. You have to move freely into the arena, not just to wait for the perfect situation, the perfect moment... If you have to make a mistake, it's better to make a mistake of action than one of inaction."

Boost Productivity While Working Remotely



Today, the world has made a shift to working remotely and it is most likely to continue into the future too. You may come across several people thriving and doing better than ever, while some people are treading a tightrope. So if you are the latter, how can you turn this situation around? Here are a few steps that will help you manage your workday more efficiently and boost your productivity, as followed by many of the most productive CEOs and Entrepreneurs.

1. Plan your day

Start your day on the right note. The simplest thing to boost your productivity and keep you motivated through the day is waking up early and starting your day with affirmations and meditation. The book titled Miracle Morning suggests following a simple guideline- wake up early to allocate some time to self-development, meditation, workouts, affirmations, and reading to put yourself in the best mental and emotional state for the beautiful day that lies ahead.

2. Create a productive workspace

Ideally, turn a spare room of your house into your office space, but if you don't have an extra room, you can turn one corner of your house into your working spot. Try to work in that space and set proper timings to work and to relax. Working from home has some of us working round the clock since we can't seem to set boundaries for ourselves. Doing this will help you log off at the right time and enhance your work-life balance as well.

3. Limit distractions

When you are at home, everything can be a distraction, from no one limiting you to scrolling on Instagram to your dog cuddling up next to you. With schools shut around the world, it is more challenging for parents to take care of their kids while attending meetings online. With so many factors involved, limiting distractions can be a challenging task. Try implementing some boundaries

around your established work area. Try closing the door and use a do not disturb sign. Using noise-cancelling headphones can also be beneficial.

4. Call your team members.

Corresponding on email and text messages can sometimes lead to confusion. If you are confused after scrolling through your long email threads, pick up your phone, call your colleague and clarify your doubts. Getting on a call can provide instant clarity and the much-needed human interaction with peers. Try to schedule a call at least once a week to check the team's progress.

5. Take a walk or exercise.

This is one of the most critical steps to take care of your mental and physical health. If you have suddenly made the switch to working from home, the shift can be quite alarming. Taking a short walk around your neighbourhood or even up and down your apartment building's stairs can provide a much-needed break to clear your head, get your blood flowing and change your perspective. An added benefit is the ability to see other people which helps in decreasing the sense of isolation.

The most effective way to change our lives and become more productive is to set small goals for ourselves every day and celebrate these wins. We live in unprecedented times, and it is okay to slip occasionally as long as we get back up and commit to improving ourselves incrementally every single day!

Remote working, like yin and yang, has its fair share of positives and negatives but can be dealt with efficiently with the right habits and schedule in place. As Ryan Bonnici, former G2 crowd, puts it, "Part of the beauty of remote work is being able to work on a schedule that works best for you, but if you're online and working at all hours, you'll start burning out quickly. We'll need to build clear rules around how technology can be used to help us maintain those boundaries for work-life balance."

Pioneering The Way For Machine Learning

Anima Anandkumar pioneered finding global optimal in non-convex problems, a big pain point in machine learning. Anima is an academician who has worked in both—industry and academia. She has contributed significantly to central AI and ML projects at Amazon.

➔ Born and raised in the South Indian town of Mysore, Anima grew up with exceptional exposure to engineering. Her father was a qualified mechanical engineer from the reputed IIT Madras, and her mother held a degree in electronics engineering. It was no surprise that Anima harboured great affinity for math and science. Her trips with her father to the factory to see how machines work and visits to many industrial expos only fuelled her passion for all things science.

Anima was a deft student and ranked fourth in Mysore in her Grade 10 examination. She had the singular goal of securing admission into the most reputed college for engineering- The Indian Institute of Technology (IIT). She dedicated herself to studying for the entrance exam, referred to multiple college books, and took help from distant coaching whenever needed. Anima looked back fondly at that time and said in an interview with YourStory, “I treasure those times because I could get a concrete understanding of how to take this exam as a challenge. A lot of self-thinking and introspection helped me do that.”

After gruelling preparation, Anima secured a spot in IIT Madras in Electrical Engineering. After her third year, she spent a summer at IISc under Professor

Y B Venkatesh, who introduced her to the concept of Gabor filters. This concept consequently helped in her research in Image processing that has allowed machines to process images and identify objects. The concept roused her and led to the life-changing decision of applying for a PhD that ultimately landed her at Cornell University that was the beginning of a woman leading the way forward in Machine Learning and Artificial Intelligence.

Her advisor Lang Tong played a vital role in nurturing the spirit of curiosity in her and made her brainstorm various solutions to the problems they were facing in the industry. This led to Anima’s unique approach to problem-solving and finding better alternatives for pre-existing issues. Right after her first year, she deep-dived into solving some of the biggest questions in the internet of things(IOT) and even ended up with major breakthroughs in the field.

She solved many groundbreaking questions in the field, like interconnecting many devices when they have limited battery and communication capabilities. In an interview, she said, “With network sensors, we aimed at coming up with algorithms that can do with lightweight communication mechanisms and be able to transmit information.” The key was to bring in the statistical model.

Her approach to work is simple, she says, “If there are wrong decisions, are there ways a human could intervene in a meaningful way and in a prompt manner to correct that. How can we design those processes?”

One of her first attempts showed that the bandwidth requirement (for transmitting data from sensors) could be drastically reduced by using statistical inference rather than sending in raw data. She also wrote a longer and more comprehensive journal article about this work and called it type-based communication. She said that the sensors should be sending in counts of how many entries they see of each type rather than the actual entries. This gives more efficient bandwidth saving because there’s no need to decode the sensors’ raw data.

She then joined UC Irvine as a faculty, at a time that was classified as the beginning of the big data revolution. Anima already having established her problem-solving capabilities then raised the bar and tried to check if tensors could solve the problem of reinforcement learning. She says, “Notion of intelligence comes from being able to adapt to changes in the environment. Most learning algorithms are passive, i.e. you already have a bunch of data which you’re processing and no change happens as the algorithm is learning.”

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Image Credit: IQIM Caltech

She is currently one of the leading women in the field of Artificial Intelligence and Machine Learning and has achieved various feats in the industry. She has worked on multiple AI projects in Amazon, including Amazon Rekognition, Amazon Lex and Amazon Polly. She is also the recipient of several awards and honours, such as the Bren named Chair Professorship at Caltech, Alfred P. Sloan Fellowship, Young Investigator

awards from the Air Force and Army research offices, Faculty fellowships from Microsoft, Google, Facebook, Adobe, and several best paper awards.

Her exemplary work got her featured on the world stage. She was recently nominated to the World Economic Forum’s Expert Network to share her adept insights on various forefronts. She has consistently made efforts to better her industry by democratizing it,

promoting ethical use and improving diversity and inclusion. She was awarded the excellent tech award 2018 by NYTimes for her efforts.

In conclusion, her advice to all new developers is, “think about your work in a multidimensional way – reflect on the domain and the impact. For instance, ‘Think of a facial recognition application – if it is only working for a subset of the population then there is a discrimination.’

GLOBAL Leaders TODAY

Leaders aren't born, they are made. And they are made just like anything else, through hard work. And that's the price we'll have to pay to achieve that goal, or any goal.

—Vince Lombardi

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