

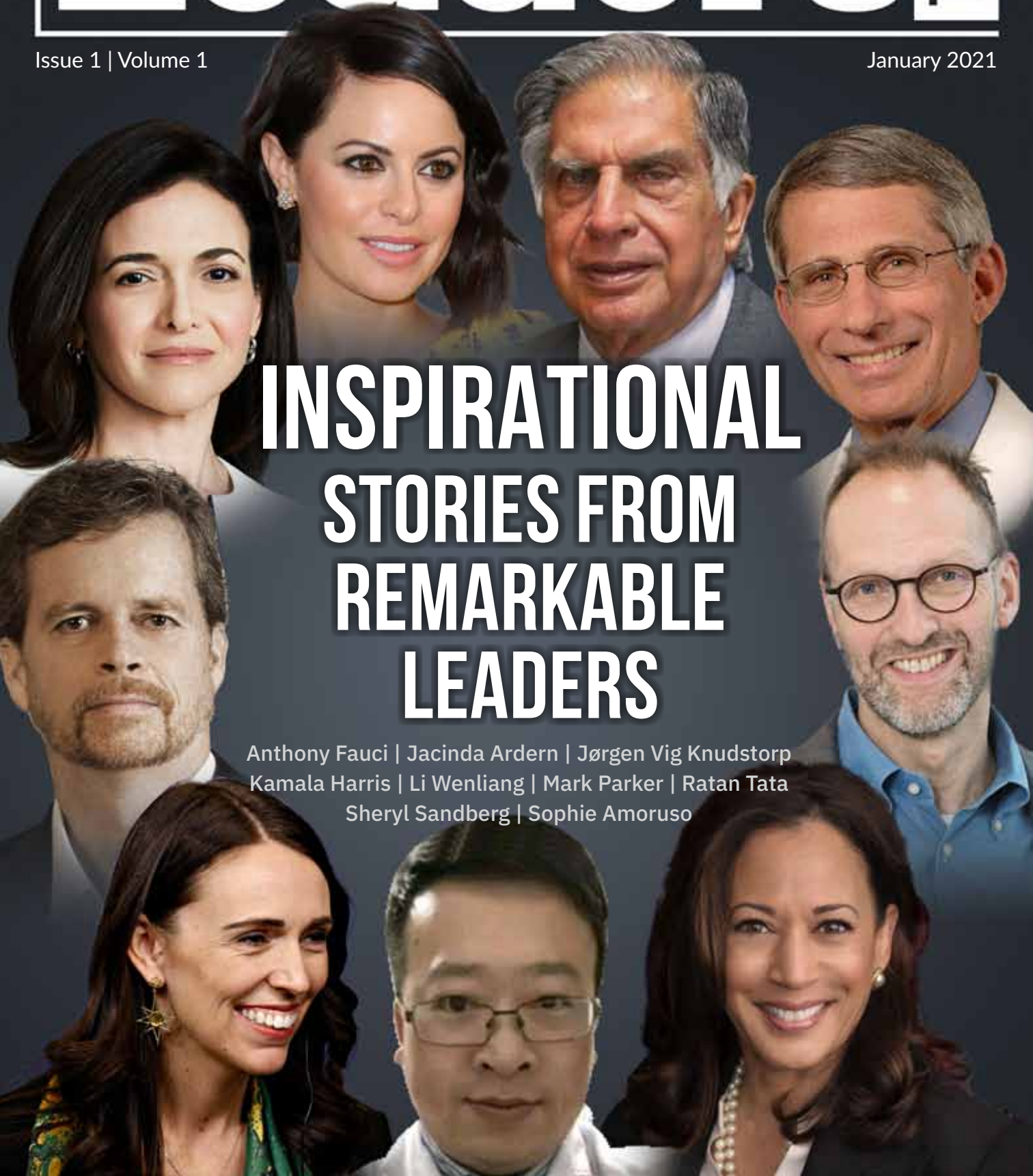
GLOBAL Leaders TODAY

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INSPIRATIONAL STORIES FROM REMARKABLE LEADERS

Anthony Fauci | Jacinda Ardern | Jørgen Vig Knudstorp
Kamala Harris | Li Wenliang | Mark Parker | Ratan Tata
Sheryl Sandberg | Sophie Amoruso





FROM THE EDITOR

Dear Readers,

“Average leaders raise the bar on themselves; good leaders raise the bar for others; great leaders inspire others to raise their own bar.” —Orrin Woodward.

I am delighted and overjoyed to introduce the first edition of Global Leaders Today (GLT). We have worked hard and long to produce a magazine that would allow our readers to learn and grow from insights from the most renowned leaders worldwide.

All of us at GLT have a shared love of media and value the art, text and thought-provoking stories laid out on magazine. Piecing together these inspiring stories, informative articles and trending news globally to share this tangible gift with an audience that can benefit from it to help them grow is a fulfilling gift.

Our aim is to uplift, raise the standards and build a personality beyond limitations. We don't just showcase brilliant leaders but take you through their stories, their inspirations, their motivations, the minuscule details that made them who they are today.

It is a place for business leaders to tell their stories and give us a more in-depth look into their understanding of what makes a great business, their tips and lifestyle choices that helped them grow and conquer. It is a place to give back to society while also learning from fellow business leaders.

In our first edition, we have handpicked inspiring leaders to start you on your leadership quest and keep you motivated and inspired. We hope we can contribute and add value to your experiences.

Yours truly,

Sherlyn Gomes

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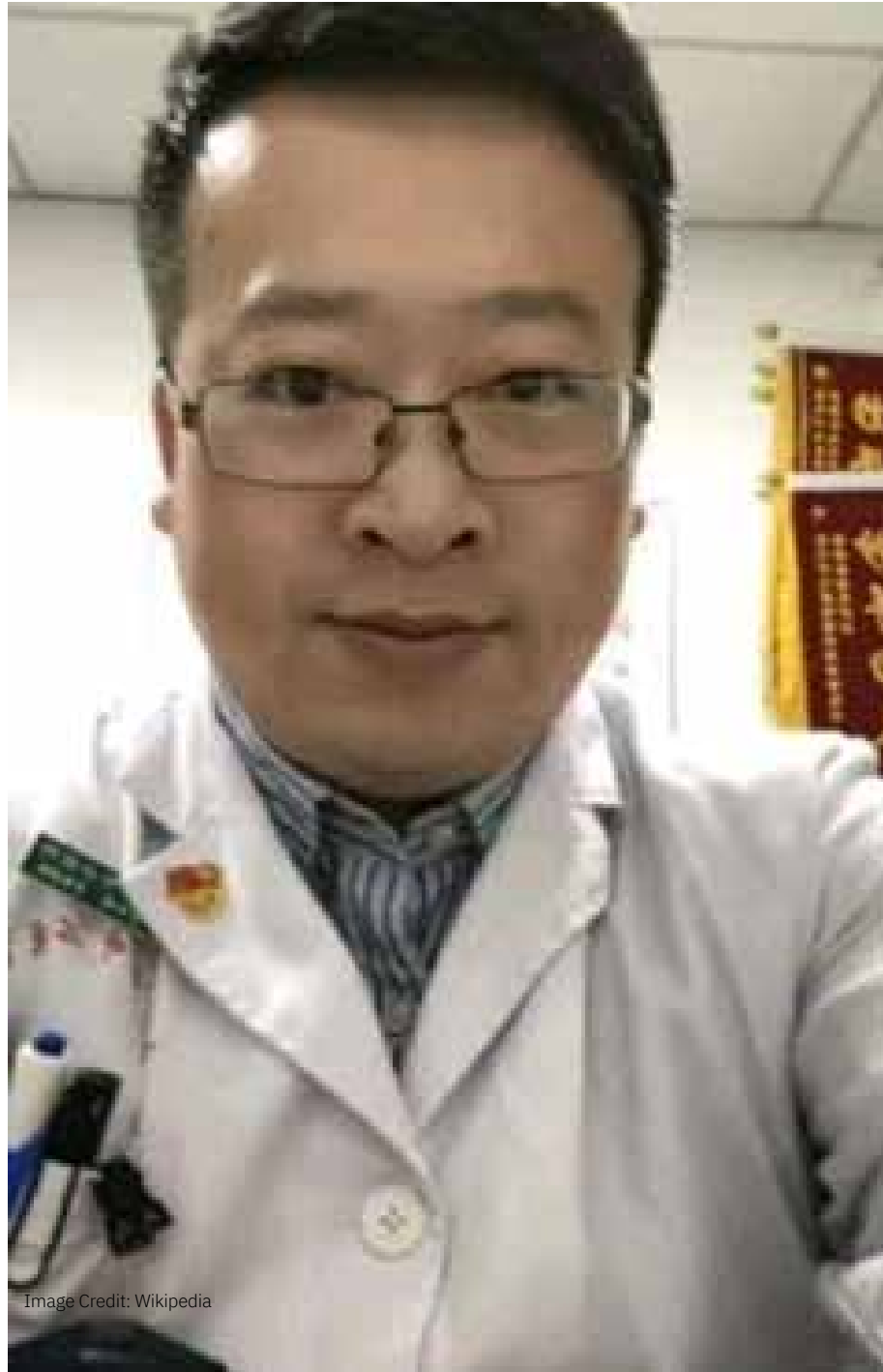
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The Whistleblower Who Saved The World



Li Wenliang was a Chinese ophthalmologist who rose to fame for sounding the alarm on the early COVID-19 cases that emerged in Wuhan, China. He was the man attributed to bringing the virus to the world stage to better prepare and control the spread of the pandemic.

➔ The Coronavirus pandemic has touched all our lives and forced us to live behind masks and closed doors, aloof from our friends and families. However, this has led to the rise of several covid warriors in various fields, be it our nurses and doctors fighting at the forefront of the battle or the people gathering and distributing food for the poor. One of the ultimate Covid warriors was Dr Li Wenliang, who unfortunately did not make it out alive. But we shall continue paying our tribute to this great hero who sounded the alarm on this fatal disease.

Image Credit: Wikipedia

So who was Dr Li Wenliang?

Dr Wenliang started by studying clinical medicine at Wuhan University. He then went on to work in Xiamen, a port city in China. He took a position as an ophthalmologist at Wuhan Central Hospital in 2014. That hospital has been one of the health facilities at the epicentre of the outbreak of COVID-19.

Dr Wenliang raised the alarm after he saw seven patients with SARS-like symptoms. He wrote a post to a closed group of medical school classmates on the WeChat social media app. In the post called “Seven cases of a severe acute respiratory syndrome (Sars) from the Huanan Seafood Wholesale Market”, he warned about an outbreak of undiagnosed pneumonia at his hospital. In the message, he also asked them not to spread the message but “remind your family members and loved ones to be on the alert”.

He told The New York Times that there was already speculation within the group that there could be a new SARS outbreak and “we needed to be ready for it mentally. Take protective measures.”

Tom Inglesby, the Director of the Center for Health Security at Johns Hopkins Bloomberg School of Public Health in Baltimore, MD, USA,

“One of the world’s most important warning systems for a deadly new outbreak is a doctor’s or nurse’s recognition that some new disease is emerging and then sounding the alarm”. “It takes intelligence and courage to step up and say something like that, even in the best of circumstances.”

On 31st December, a screenshot of his post was leaked and circulated online. The next day, the local health authority made an official announcement saying that 27 cases of viral pneumonia of unknown cause had been detected. On 1st January, Wuhan police said they were punishing eight people for “spreading rumours” among which Li Wenliang was included.

Four days later he was summoned to the Public Security Bureau where Dr Wenliang was told to sign a letter. In the letter, he was accused of “making false comments” that had “severely

disturbed the social order”. “We solemnly warn you: If you keep being stubborn, with such impertinence, and continue this illegal activity, you will be brought to justice - is that understood?” Underneath in Dr Li’s handwriting is written: “Yes, I do.”

Beijing-based news service Caixin reported on 1st February that he was initially distraught that his post was leaked and he was worried about being punished. But he said he later came to understand it reached a broader audience because of concerns about public health safety.

The directive then changed as Zeng Guang, chief epidemiologist at the Chinese Centre for Disease Control and Prevention, made a national television statement on 29th January that the eight people punished by the police should be held in “high regard”. In the meantime, local authorities had apologised to him, yet it was a moment too late.

Dr Wenliang raised the alarm after he saw seven patients with SARS-like symptoms. He wrote a post to a closed group of medical school classmates on the WeChat social media app. In the post called “Seven cases of a severe acute respiratory syndrome (Sars) from the Huanan Seafood Wholesale Market”

Just a week after visiting the police, Dr Wenliang was treating a woman with glaucoma on 8th January. The patient’s body temperature was normal, and she did not show any symptoms. She later developed a fever the next day, and a CAT scan showed a lung infection. Two relatives of the woman had also developed a fever. Dr Wenliang reported to the hospital that this clearly showed human-to-human transmission.

Soon after that Dr Wenliang developed a cough on 10th January and fever the next day. He was admitted to the hospital as a suspected case after a CAT scan showed a lung infection. His parents and colleagues were also infected and admitted to hospital.

In his Weibo post he describes how on 10th January he started coughing, the next day Dr Wenliang had a fever and two days later he was in the hospital. His parents also fell ill and were taken to the hospital.

Ten days later, on 20th January, China finally declared the outbreak of an emergency.

On 30th January, he posted again: “Today nucleic acid testing came back with a positive result, the dust has settled, finally diagnosed.” The post received thousands of comments of support and encouragement.

“Dr Li Wenliang is a hero,” one user said, worrying about what his story says about their country. “In the future, doctors will be more afraid to issue early warnings when they find signs of infectious diseases.” said another.

Dr Wenliang passed away on 7th February 2020. In China, his passing

triggered a massive public outrage over the government’s suppression of vital information in the early days of the pandemic. The outpouring has been beneficial, as over the past month’s Chinese authorities have become more transparent about the pandemic. The government now releases daily reports about confirmed or suspected COVID-19 cases. And most importantly, doctors’ and scientists’ professional expertise is treated with the respect they deserve. Compared with the apocalyptic situation at the beginning of the year, most people’s lives are now mostly back to normal. We hope to return to normalcy soon with the rise of the COVID-19 Vaccines, taking back lessons we learnt during the pandemic that will stay with us forever.

The Philosophies Of A Brilliant Philanthropist

Mr Ratan N. Tata was the Chairman of Tata Sons, the Tata Group's holding company, from 1991 till his retirement on December 28, 2012. During his tenure, the Group's revenues grew manifold, totalling over 100 billion in 2011-12. He is the Chairman of the Tata Trusts which are amongst India's oldest, non-sectarian philanthropic organizations that work in several community development areas and has achieved several feats. Mr Tata received the second-highest civilian award, the Padma Vibhushan, in 2008.

➔ "We must ask ourselves, can we make a difference? Can we be innovative and creative and not just look at the money value of what we've done but the contribution it has made to our humanity and our human population in India? So we should be humble; at the same time, attentive to the needs, looking for opportunities." - Mr Ratan Tata.

Mr Ratan Tata is no ordinary man. Recognized as one of India's leading philanthropist moguls, he has transformed a million lives in his lifetime and continues to do so. When he was bestowed with the honour of the Padma Bhushan Award for his distinguished service towards the country by former Indian President K. R. Narayanan, he eagerly mentioned to Mr Ratan Tata that he went to university on a Tata scholarship. It's instances like these that show us what an impact the Tata family has

made on billions of lives in India. He continues to use his position at the table's head to make a difference with his altruistic values.

Mr Tata's story began as he was working on the shop floor as young man, he saw up close the misery and hardship of the less fortunate and thought about how one can make a difference to improve lives. As he moved up through departments and divisions, he continued to see hardship but had more opportunities to do something about it.

Under his leadership, Tata Sons' revenue grew over 40 times and profit over 50 times. He was instrumental in the business' expansion and conceptualization of popular cars like the Tata Nano and the Tata Indica. Now, he's on a quest to take the Tata Trusts to a different level of relevance in the 21st century to not only maximize the benefits

of the company but also find new ways to meaningfully contribute to people's lives and alleviate the hardships of the common man and the disadvantaged communities.

Mr Tata's philosophy, as described by his interview with Stanford Social Innovation Review, is, "I think you want to be doing things that make a difference. If you cannot make a difference, it's just water trickling through a tap or leaking through a drainage system; it's wasteful. Dr. Jonas Salk must have had a tremendous feeling of satisfaction when he developed the polio vaccine. Similarly, I think going after causes where you make a difference, rather than scratch the surface, is very much in keeping with the trend in new philanthropic endeavors."

He has carried out various programs to help the disadvantaged communities. One of India's

significant challenges he has sought out to correct has been in how we are combating malnutrition. Mr Tata embarked on a program to providing nutrients to infants. But after a few weeks of research, they realized that would not be possible without getting the mother involved who was equally as malnourished. They decided to take a holistic approach to this problem by applying sanitation, hygiene, and education and treat it at the root cause. They started at the village level and got tremendous support from other philanthropic organizations and state governments.

The Saathi Internet program was another excellent example of the Trust teaming up with a corporation. They are also working with Google to help rural women understand the Internet and give them a means of securing their livelihood. It's a new philanthropy model for the trusts and not the kind of project they have gotten into earlier. They are also working with the Bill & Melinda Gates Foundation to tackle diarrhoea.

Looking back on the legacy that he now finds himself the custodian of, Mr Ratan Tata reflects less on his forefathers' significant industrial advancements.

Instead, it's his grandmother that made the most profound impact on him. His grandmother raised him after his parents split up and taught him the importance of values and helping people in need. Her generosity and her duty to help the less fortunate have stayed with him. "She had homes for the poor all over the country. She operated in that way not to gain visibility for herself, but because she was very kind-hearted and passionate in terms of doing away with misery.", rest assured she would be happy about the impact that Tata Trusts are having to this day.

Mr Ratan Tata has found the balance of strategic leadership and an innate desire for a better world, telling Livemint, "I have become more sensitive to the pain and the suffering that exists. I am more involved with where we should do more and where we should be bolder in terms of the amount of money that we allocate."

During the pandemic, Mr Tata did not shy away from the big task at hand. The Tata Group--Tata Trusts and Tata Sons was the first to donate a whopping sum of ₹1,500 crores towards the coronavirus relief fund.

The government utilized the funds for providing protective equipment to medical personnel, respiratory systems for treating increasing cases, testing kits to ramp up testing in the country, and setting up treatment facilities for those who have already caught the virus. It will also train health workers and the general public to empower them against coronavirus.

Mr Ratan Tata's advice to other philanthropists is, "Do thorough research before deciding where to get involved. A lot of money is less effectively used than it could be because an organization has not done enough research. Today, a large amount of philanthropy in India is deployed in traditional forms like building a temple or a hospital. India has to move into a more sophisticated form of philanthropy that is designed to make a difference rather than just building edifices."

He continues to be one of India's leading humanitarians, striving towards a better county and a better world. A tribute to a beautiful human that does his best to uplift and enhance the lives of others.



Image Credit: www.tata.com

NEWS ARTICLES



Biden announces the United States will rejoin Paris Agreement

US President, Joe Biden on Wednesday, 20th Jan announced that the United States was planning to re-enter the Paris climate accord of 2015, the landmark agreement to fight climate change. The United States, led by the Trump administration, had deserted the agreement in November, last year.

Biden's actions on the Paris agreement show us that the country is prepared to cooperate and fight against climate change and reclaim the leadership role it once held.

"It sends a very important signal to the rest of the world on one of the biggest problems we face," said John Holdren, an environmental science and policy professor at Harvard University. "I think it is very important that the US demonstrates once again that it will take the global climate change challenge seriously."

Biden also directed all federal agencies to review the threats faced by rising emissions, particularly to the poor, communities of colour and young people, who are most vulnerable to the effects of climate change.

Elon Musk is now the World's Richest Person

The Tesla and SpaceX entrepreneur has surpassed everyone into the top slot after Tesla's share price increased on Thursday, 7th January 2021. He has outweighed the Amazon founder Jeff Bezos, who had held the spot since 2017. The value of Tesla has increased enormously this year and hit a high of \$700bn (£516bn) for the first time on 6th January 2021. That makes the car company worth more than Toyota, Volkswagen, Hyundai, GM and Ford combined.

Musk was No. 1 on the Bloomberg Billionaires Index. The list had him within \$3 billion of Bezos' net worth on Wednesday, 6th January. However, The Forbes Real-Time Billionaires List had Musk about \$7 billion behind Bezos after the market close on Thursday, 7th January. Forbes estimated Bezos' net



worth at \$184.6 billion and Musk at \$177.2 billion.

Over the past year, the controversial figure's wealth surge marks the fastest rise to the top in history. Musk's financial turnaround has a lot to say about the commendable entrepreneur who just 18 months ago was in the headlines for Tesla's depleting cash reserve and his leverage against the company's stock.

Bill Gates is now the most prominent owner of farmlands.



The Land Report recently revealed that the most prominent farmland owner in the United States is Microsoft's former CEO, Bill Gates, and his wife Melinda Gates who own 242,000 acres of land across 18 states.

The Bill and Melinda Gates Foundation funded a new nonprofit last year with the goal to provide small farmers in certain countries with the tools they need to produce more crops sustainably and adapt to climate change.

Gates always had a keen interest in how simple advances in farming techniques can drastically improve quality of life and mitigate the long-term climate change problem that we are currently facing. The Foundation is an advocate of agricultural sustainability. They are working on various projects like genetic engineering and funding groups like the Cornell Alliance for Science to raise awareness and find solutions to global hunger.

Davos Agenda Summit: World leaders call for collaborative environment protection



Top world leaders called for international collaboration and urgent steps for environment protection as they discussed the way forward for the global economy at the WEF's online Davos Agenda summit.

In a special address at the World Economic Forum event, which had to take place online due to the COVID-19 pandemic instead of a physical congregation, German Chancellor Angela Merkel said, "Global links and global commitments mean we have to have an interest in how the rest of the world is faring."

In his unique address at the week-long virtual event, French President Emmanuel Macron said tomorrow's economy would have to think about innovation and humanity.

Cyril Ramaphosa, President of South Africa, also addressed the summit and suggested that "the task is not to return the world to where it was when the pandemic struck, but to forge a new path and a new design."

European Commission President von der Leyen, John Nkengasong, Director of the Africa Centres for Disease Control and Prevention, Ursula von der Leyen, President of the European Commission were some of the distinguished speakers present for the event.

Facebook develops A.I. to predict the likelihood of worsening Covid symptoms



Artificial intelligence researchers at Facebook claim they have developed a software that can predict the likelihood of a Covid patient deteriorating or needing oxygen based on their chest X-rays.

Facebook, which worked with academics at NYU Langone Health's predictive analytics unit and radiology department on the research, says that the software

could help doctors avoid sending at-risk patients home too early and assisting hospitals in planning for oxygen demand.

The team of researchers included five Facebook AI researchers and five researchers from the NYU School of Medicine. They further stated that they have developed three machine-learning "models" that are all slightly different.

Starbucks executive Roz Brewer to be named as CEO at Walgreens

Rosalind Brewer is named as the new Chief Executive at Walgreens Boots Alliance Inc. In a first, she will be the only Black woman leading a Fortune 500 company.

Starbucks released a statement on 26th January revealing that Ms Brewer, its chief operating officer and group president, was leaving both the company and board of Starbucks at the end of February for a new role at Walgreens. She is also

resigning from the board of Amazon.com Inc. on February 16.

Ms Brewer will be replacing Stefano Pessina, who reported in July that he would step down as CEO once the drugstore company found a new leader. He is one of Walgreens' most prominent individual investors and will stay on the company's board and serve as executive chairman.

Tesla enters the Indian Market, kickstart operations in Bengaluru



According to details on the Registrar of Companies (RoC) website, Elon Musk-led Tesla has registered a subsidiary enterprise, Tesla India Motors and Energy Private Limited on 8th January 2021 in Lavelle Road, Bengaluru.

Vaibhav Taneja, Tesla's Chief Accounting Officer and David Feinstein, Senior Director, Global Trade and New Markets at Tesla are listed as directors of the entity.

This comes on the back of the Karnataka government making a strong pitch to invite Tesla to the state. The state had offered various locations and solutions to Tesla, to enable them to set up manufacturing, R&D and a headquarters in the state. CNBC-TV18 has reported that Tesla is in touch with state governments in Maharashtra, Gujarat, Tamil Nadu and Andhra Pradesh as well.

The UK will now have a dedicated register of tradeswomen

The not-for-profit project National Register of Tradeswomen is formed by Hattie Hasan MBE, Founder of Stopcocks Women Plumbers. Hasan and her team have 300 verified tradeswomen in their squad with many hundreds still pending. Until now, they have plumbers, electricians, painters, decorators, carpenters, joiners, plasterers, car mechanics, general builders and roofers.

Women are scared to allow tradesmen into their home, not only out of fear of the men themselves but because of the reaction of their abusive partner if they talk to the tradesman or offer him a cup of tea," said Founder Hattie Hasan. "Being able to access a register of certified, fully qualified tradeswomen is one way they can take back some control."

A digger operator in Yorkshire, a tree surgeon in the Midlands and a stonemason in Scotland, are among the experts to feature on a national register of tradeswomen, set to launch on 15 March. They aim to ensure that vulnerable householders feel safer with tradeswomen.

Dollar General will now pay workers to encourage vaccinations against COVID-19



In a first in retail, Dollar General Corp gives workers extra pay to promote and encourage their employees to get vaccinated against COVID-19 at the earliest. Employees that work hourly will be given four hours worth of salary after getting the vaccine. Workers with a salary will receive "additional store labour hours to accommodate their time away from the store," the discount retailer said in a statement. They will also assist its transportation and distribution teams.

The company said that it doesn't want workers to have to choose between receiving the vaccine and other basic needs like child care and travel time. Stating that they are merely encouraging and not making it a prerequisite for employees to get vaccinated.

In an attempt to protect and safeguard their employee's health from the rising number of cases worldwide, essential service companies are negotiating for priority access to the COVID-19 vaccines for all their employees.

Renewable energy surpassed fossil fuels for European electricity in 2020



In a breakthrough, Europeans got most of their electricity from renewable sources rather than fossil fuels for the first time last year, according to an annual report from Ember and Agora Energiewende. The increase in renewable

sources such as wind and solar power have led to a positive shift. Both these sources have nearly doubled since 2015 and last year accounted for one-fifth of electricity generation in EU countries, the report found. Coal power also declined by

20% last year and accounted for only 13% of the electricity generated in Europe.

"Rapid growth in wind and solar has forced coal into decline, but this is just the beginning," said Dave Jones, Lead Author of the report, in a statement. Europe is relying on wind and solar to ensure several goals including; phasing out coal and gas generation by 2030, replacing the closing nuclear power plants, and meeting rising electricity demand from electric cars, heat pumps and electrolyzers.

The milestone sees through the commitments from EU leaders to cut greenhouse gas emissions by 55% from 1990 levels by 2030.

Seesaws built at US-Mexico wall win design award

The pink seesaw or the Teeter Totter Wall, has recently won the 2020 Beazley Design of the Year award, given by London's Design Museum.

The creators spent a decade working on the project and said they wanted to discuss the border issue in "a very frank way but using humour". Tim Marlow, the Chief Executive and Director of the Museum said: "The Teeter-Totter Wall encouraged new ways of human connection. It remains an inventive and poignant reminder of how human beings can transcend the forces that seek to divide us."

The seesaws at the border were placed through sections of the wall and allowed people in both countries to play together. Ronald Rael and Virginia San Fratello installed these. They were only kept for 20 minutes, but video footage of people using them went viral.

Coding Mastermind Kim Chang-Han behind PUBG eyes IPO worth billions

Krafton is planning an initial public offering in mid-to-late 2021, which could be South Korea's most significant in years. The IPO could make the startup worth as much as 30 trillion (\$27.2 billion), according to a report published by Eugene Investment & Securities Co on Jan 5th.

Bluehole Inc., as Krafton was called earlier, released PlayerUnknown's Battlegrounds, or better known as

PUBG, in 2017. It became one of the most profitable games produced by the company. According to Krafton, the PC and console versions sold more than 70 million copies, and the mobile version was downloaded about 600 million times.

With the IPO on the cards, former child prodigy Kim Chang-Han, developer and CEO of the PUBG corporation has finally tasted success after three failed startups.

Prince Charles asks companies to join Terra Carta.

Prince Charles, the Prince of Wales, urged firms to choose a sustainable future and do more to protect the planet, marking 50 years of his environmental campaigning.

Named the 'Terra Carta' in homage to the historic Magna Carta- a charter of fundamental rights agreed over 800 years ago- Terra Carta is a 17-page framework that sets out 100 broad actions for businesses to harness their resources and innovation to combat the escalating

global climate and biodiversity crisis.

It aims to mobilise \$10 billion towards natural capital by 2022. Prince Charles hopes the new charter will help "reunite people and the planet. I can only encourage, in particular, those in industry and finance to provide practical leadership to this common project, as only they are able to mobilise the innovation, scale and resources that are required to transform our global economy."

America's Knight In Shining Armor

Kamala Devi Harris is a distinguished American politician and attorney who is currently the 49th Vice President of the United States. She is the country's first female Vice President, the highest-ranking female elected official in U.S. history, the first African American and first Asian American Vice President.



Image Credit: en.wikipedia.org

➔ A woman with impeccable grace, a penchant for shattering glass ceilings and a deep love for music. Kamala Harris is a woman of many firsts, starting with her position as a county district attorney at the district attorney for San Francisco, she was the first woman and first African-American and Indian-origin to be elected.

"My mother would look at me and she'd say, 'Kamala, you may be the first to do many things, but make sure you

are not the last,'" Harris said during a lecture at Spelman College, recalling the motto that's guided her life. "That's why breaking those barriers is worth it. As much as anything else, it is also to create that path for those who will come after us."

So, what's the story behind this inspiring woman that everyone in the World is watching?

Born to a Jamaican father and an Indian

mother, Kamala Harris grew up in Oakland. Her parents got divorced when she was 5. She was raised by her single mother who adopted Oakland's black culture, immersing her two daughters - Kamala and her younger sister Maya - within it.

"My mother understood very well that she was raising two black daughters," she wrote in her autobiography *The Truths We Hold*. "She knew that her adopted homeland would see Maya and

me as black girls and she was determined to make sure we would grow into confident, proud black women."

She completed her college education in the US at Howard University, which she has described as among the most formative experiences of her life.

"I became an adult at Howard University," Harris told the *Washington Post*. "Howard very directly influenced and reinforced—equally important—my sense of being and meaning and reasons for being." After Howard, she went on to study law at the University of California, Hastings, and began her career in the Alameda County District Attorney's Office.

She soon rose and became the top prosecutor for San Francisco in 2003, before being elected the first woman and the first black person to serve as California's attorney general in 2010, the top lawyer in America's most populous state.

In her nearly two terms in office as attorney general, Harris gained a reputation as one of the rising stars of the Democratic Party. She was elected as California's junior US senator in 2017.

"At every step of the way, I've been guided by the words I spoke from the first time I stood in a courtroom: Kamala Harris, For the People," she said during her vice-presidential acceptance speech at the DNC. "I've fought for children and survivors of sexual assault. I've fought against transnational gangs. I took on the biggest banks and helped take down one of the biggest for-profit colleges. I know a predator when I see one."

Harris's book, *Smart on Crime* (2009; co-written with Joan O'C. Hamilton), was considered a model for dealing with the problem of criminal recidivism.

As a senator, Harris supported healthcare reform, citizenship for undocumented immigrants, a ban on assault weapons, and progressive tax reforms.

After taking office in January 2017, Harris began serving on both the Select Committee on Intelligence and the Judiciary Committee, among other assignments. She became known for her prosecutorial style of questioning witnesses during hearings. In June 2017 she drew particular attention for her questions to the

U.S. Attorney General Jeff Sessions, who testified before the intelligence committee on alleged Russian interference in the 2016 presidential election. Harris's memoir, *The Truths We Hold: An American Journey* was published in January 2019.

In December 2020, Harris ran for the Democratic nomination for US President. However, she ended her campaign due to a lack of funds. Harris, as part of her previous presidential campaign, also released a criminal justice reform plan that seeks to scale back incarceration, end the death penalty and solitary confinement, ban private prisons, and get rid of cash bail.

As racial injustice became a major issue in the United States after the death of George Floyd, many Democrats called on Biden, the party's nominee, to select an African American woman—a demographic that was seen as vital to his chances at winning the election—as his vice-presidential running mate. In August 2020 Biden chose Harris and she became the first Black woman to appear on a major party's national ticket. In November 2020 she became the first Black woman to be elected vice president of the United States.

Regarding her stance on racial injustice, she said, "Let's speak the truth: People are protesting because Black people have been treated as less than human in America. Because our country has never fully addressed the systemic racism that has plagued our country since its earliest days. It is the duty of every American to fix. No longer can some wait on the sidelines, hoping for incremental change. In times like this, silence is complicity," she wrote in an op-ed for *Cosmopolitan*.

Around 1.3 million Indian-Americans are estimated to have voted in this year's presidential election, according to research firm CRW Strategy.

In her iconic winning speech, she said, "But while I may be the first woman in this office, I won't be the last. Because every little girl watching tonight sees that this is a country of possibilities. And to the children of our country, regardless of your gender, our country has sent you a clear message: Dream with ambition, lead with conviction, and see yourself in a way that others might not see you, simply because they've never seen it before. And we will applaud you every step of the way."

In her nearly two terms in office as attorney general, Harris gained a reputation as one of the rising stars of the Democratic Party. She was elected as California's junior US senator in 2017.

4 Must-Read Books On Leadership



Not all readers are leaders, but all leaders are readers

- Harry S. Truman

What is the fastest way to get smart? Global leaders and CEO's recommend you read one book a week. Seems too difficult? We have an easy solution, start by reading 10 pages a day for 21 days to build a habit. At the end of the year, you will have read a whopping 3,65,00 pages!

We have listed some outstanding leaders who cannot go a day without reading. Warren Buffet claims to read 500 pages a day. He devotes about 80% of his time to reading. Microsoft founder, Bill Gates tries to read at least 50 books every year. He also successfully got Facebook founder, Mark Zuckerberg, to take on this reading habit. After a slow start, Zuckerberg now reads a new book every two weeks which comes out to 23 to 25 books per year.

We have handpicked 4 of our favorite books to help you start out on your leadership journey:

1. My Years With General Motors by Alfred Sloan

Recommended by the Founder of Microsoft, Bill Gates, "This is probably the best book to read if you want to read only one book on business"

My Years with General Motors became

an instant bestseller when it was first published in 1963. It has since been used as a business guide for managers, giving personal insights into the discipline of management by the man who perfected it and led the company to success. It is a leadership story, navigating through the chaos and uncertainty of one of the major industries in the world.

2. The Outsiders: Eight Unconventional CEOs and Their Radically Rational Blueprint for Success

Recommended by the CEO of Berkshire Hathaway, Warren Buffet, "The Outsiders is an outstanding book about CEOs who excelled at capital allocation," Buffett wrote in 2012. "It has an insightful chapter on our director, Tom Murphy, overall the best business manager I've ever met."

An exceptional book that pinpoints the extraordinary success of CEOs that took a radical approach and disrupted the corporate world. It answers some very important questions like, What really matters when you run an organization? And, What is the hallmark of exceptional CEO performance? Simply put, it is the

returns for the shareholders of that company over the long term. In this book, author Will Thorndike brings forth the analytical wisdom of a successful career in investing, while closely evaluating the performance of companies as well as their leaders.

3. Creativity, Inc.

Recommended by the Founder of Facebook, Mark Zuckerberg, "His theory is that people are fundamentally creative, but many forces stand in the way of people being able to do their best work," Zuckerberg shared. "I love reading first-hand accounts about how people build great companies like Pixar and nurture innovation and creativity. This should be inspiring to anyone looking to do the same, and hopefully, there will be lessons we can apply to connect the world!"

Creativity, Inc. is a book for managers who want to go the extra mile to lead their employees to new heights and a guide for anyone who seeks originality. It gives us a peek into the nerve centre of Pixar Animation, into the meetings, postmortems, and "Braintrust" sessions where some of the most successful films in history were made. As Pixar co-founder and president, Ed Catmull writes, "it is a book of expression of the ideas that I believe make the best in us possible."

4. Trillion Dollar Coach: The Leadership Playbook of Silicon Valley's Bill Campbell by Eric Schmidt, Jonathan Rosenberg & Alan Eagle

Recommended by the CEO of Apple, Tim Cook, "Trillion Dollar Coach has captured his tireless spirit so future generations can learn from one of our industry's greatest leaders."

Trillion Dollar Coach examines the life, mindset, principles, values, and stories of Bill Campbell. It highlights Bill's approach to building teams, cultures, and leaders. His passion for life, love of people, ability to build teams and influence as an executive coach are evergreen lessons that anyone from janitors to CEOs can learn from. The lessons learned from Bill's leadership style will remind you how important the combination of relationships, mindset, teamwork, and passion are to success.

Transforming Into A Leader



How do you become the Herb Kelleher or the Richard Branson of the Corporate world? How did they end up becoming the legendary leaders that transformed not only their companies but revolutionized the face of their entire industry? Was it their emotional intelligence or their charm and charisma that got their employees to give their all to the company? Maybe, maybe not.

Is one born with a leadership flair, or can some essential leadership skills be learned through practice? Business leaders worldwide believe that leadership is a continual learning process and can be sharpened with deliberate practice. Here are four skills that the most celebrated leaders swear by:

■ Listen, learn and improvise

According to Richard Branson, leaders must be willing to listen, learn, and improvise. The theory behind it is simple, we never stop learning, it doesn't matter if you are a CEO or a fresh graduate, learning is a continuous process. "As a

leader, you should always be listening. Be visible, note down what you hear and you'll be surprised how much you learn," he advised. While in conversation with Forbes, he claimed that learning and leadership skills go hand in hand. "Too much credit goes to me for what we have achieved at Virgin," he claimed. "The successes happen from working and learning with some of the world's most inspiring and inspired people."

■ Empathize with your employees

How do you get your team to perform better if the team morale is low? You have to find ways to lift the confidence of the group. Coronavirus is a perfect example of this. While some companies failed to boost employee morale, other companies such as Culligan Water excelled at it. Because of its established commitment to well-being, employees have access to various resources already in place, including an onsite HealthSource Solutions, Well-being Program Manager and health coach, virtual well-being portal, and Employee

Assistance Program counselling.

It doesn't just end there, Culligan is also utilizing leadership testimonials to inspire, engage and empower Culligan employees on a personal level to take care of their mental health, especially during the pandemic.

■ Transparency is key

Your team is built and centred around trust. Nurture it and tend to it by always keeping your employees in the loop. As rightly said by John Hingley, Co-founder of Startup Dasheroo, you need to be as transparent as you can with your team members. The more they know, the more you all are part of the same dream and vision, and you'll all work harder to get where you need to go as a team. If you're keeping information from your team members, they'll lose trust and start to feel like they're not contributing to the bigger picture. That's when they look elsewhere.

■ Walk the talk

Always remember to model the qualities that you would like to see in your employees. Your team will look up to you as their role model. You want your employees to incorporate a skill or habit? You do it first and watch them follow. Research suggests that teammates with leaders who set an example for their team show higher levels of motivation and are more likely to imitate their leaders' qualities. They also tend to be more optimistic and have higher standards of performance.

"As a leader, a lot of your job is to make those people successful. It's less about trying to be successful (yourself), and more about making sure you have good people and your work is to remove that barrier, remove roadblocks for them so that they can be successful in what they do. So that's how I've always thought about it." Quoted by Sundar Pichai, the CEO of Alphabet and Google at Think Marketing.

Ultimately, great leaders are the ones that build successful companies, high-performing, and efficient teams, and most importantly help create more leaders and success stories.

The Rise Of The Zoom Empire

Eric Yuan is the Founder of the exceptional Zoom app. Under Yuan's commendable leadership, Zoom was one of the highest-performing tech IPOs of 2019. He was given the title of one of the 'Most Powerful People in Enterprise Tech' by Business Insider. In 2018, he was also named the '#1 CEO of a Large US Company' by Glassdoor and 'EY Entrepreneur of the Year' in Northern California in the Software Category.



Image Credit: blog.zoom.us

➔ Amid the coronavirus pandemic, we all found ourselves stranded at home and forced to work remotely. In our quest to find good apps for video conferences, Zoom emerged as a beacon of hope for all of us. A lifesaver indeed!

So how did this brand emerge?

Mr. Yuan, a Chinese born software engineer started Zoom in 2011. He got the idea of starting Zoom during his college years in China. He had to travel a long distance to meet his then-girlfriend and now wife, according to Forbes. "I was only able to see her twice a year and it took more than 10 hours to get there by train. I was young then—18 or 19 years old—and I thought it would be fantastic if in the future there was a device where I could just click a button and see her and talk to her."

Yuan left a 6 figure well-paying job to follow his passion but the risk paid off despite all the struggles he had to endure. His motto, Hard work and stay humble kept him motivated through it all.

Yuan then decided to come to the U.S. in the mid-'90s because of the Internet, which he knew would be a big hit. However, his Visa application kept getting rejected but Yuan continued trying with due diligence for two years till he was finally successful on his 9th attempt.

He arrived in Silicon Valley in 1997 and joined WebEx. In 2007 WebEx was acquired by Cisco and Yuan was promoted to the ranks of Corporate VP of engineering. He often met with the customers and learned they weren't very happy with the current collaboration solutions, including WebEx.

Yuan revealed in an interview, "I firmly believed I could develop a platform that would make customers happy, so in June of 2011, I decided it was time to make the video communications solution I imagined during my college train trips a reality. More than 40 fellow engineers followed me in my new venture. We launched the Zoom platform in 2012. Now, a little more than five years later, we've hosted over 20 billion annualized meeting minutes (up from 6.9B last year) and our customer base includes 1/3 of the Fortune 500 and 90 percent of the top 200 U.S. universities"

At the time, he faced doubts from many investors, who did not see the need for another option in a market already dominated by big players such as Microsoft and Cisco. Yuan left a 6 figure well-paying job to follow his passion but the risk paid off despite all the struggles he had to endure. His motto, Hard work and stay humble kept him motivated through it all.

"During the early stages of Zoom, I emailed every customer who canceled

our service," Yuan said in an interview with Thrive Global in 2017. "One customer replied to my note and accused me of sending auto-generated emails "impersonating" the CEO — he said Zoom was a dishonest company! I wrote back that the email was indeed from me, and that it wasn't generated by one of our marketing tools. He still didn't believe me, so I wrote back again and offered to meet him on a Zoom call right that minute to prove it was me writing the emails. That call never did take place, but he stopped accusing Zoom of being dishonest!"

However, through it, all Zoom emerged victoriously. It had one of the most successful IPO's in the World that increased the company's worth to more than both Lyft and Pinterest, according to The Financial Times.

The pandemic gave Zoom a golden ticket, forcing millions of people to work remotely and turn to video conferencing apps in 2020. During the first three months of the pandemic, Zoom's sales nearly doubled in volume. Yuan has now amassed a fortune of over \$17 billion, according to the Bloomberg Billionaires Index. He now officially ranks on the Forbes 400, making him one of the richest people in the US.

Yuan feels there's still plenty of room for the company to grow. His vision for Zoom is to reach over a billion individual users one day.

"There are over 1 billion [office] workers worldwide," he tells CNBC Make It. "Our goal is to connect all those 1 billion knowledge workers with the Zoom platform. So, given where we are now ... I would think we just started."



Image Credit: Shutterstock

The Iron Lady Clad With Empathy

Jacinda Kate Laurell Ardern is the Prime Minister of New Zealand. She is currently serving her second term in the position and is also the Labour Party Leader since 2017. She has revolutionized politics in New Zealand and continues to lead with empathy and strategic decisions.

➔ A woman of sheer brilliance and a force to be reckoned with, she has managed to awe everyone in her first term serving as the Prime Minister of New Zealand.

Jacinda Ardern is a brilliant example of what women can achieve when given the right power. However, despite winning the election and proving herself, less than 24 hours after being elected, she was asked whether she felt a woman could have both a baby and a high-powered career. Initially, Ardern said that she had no problem answering the question. Yet, the very next day, another interviewer implied that employers had a right to know whether prospective female

Due to her strong leadership during the pandemic, a recent poll found that Ardern is the country's most popular leader in 100 years.

employees planned on taking time off from work to have children, Ardern's response was very stern:

I decided to talk about it, it was my choice..., but for other women, it is unacceptable in 2017 to say that women should have to answer that question in the workplace. It is the woman's decision about when they choose to have children. It should not predetermine whether or not they are given a job or have job opportunities.

Despite all odds, Ardern stepped up and proved herself. She became a first-time mum at 37 and also New Zealand through three challenging years. New Zealand endured its worst-ever terror attack, a deadly volcano eruption, and a global pandemic that has tested leaders around the globe.

Dealing with the Pandemic

During a press conference on 11 May 2020, she thanked and praised her team of five million for their tremendous efforts and the sacrifices they had made to protect the country's most vulnerable during the outbreak.

"Kiwis from all walks of life were resolute and determined – determined that this was a war we could eventually win, but only if we acted together,"

She has been celebrated on the international stage by leaders worldwide and praised for her incredible effort at home. Due to her strong leadership during the pandemic, a recent poll found that Ardern is the country's most popular leader in 100 years.

Christchurch Shootings

Her response to the Christchurch

Shootings was another feat she achieved. People worldwide commended the compassion and empathy she showed in the wake of the worst mass killing in her country. She led a multiparty delegation from the country's capital, Wellington, to Christchurch, wearing a black headscarf and mourning with the victims' relatives and friends.

Ardern went above and beyond and promised to cover all those slain's funeral costs in the shootout. A photographer who covered her visit marvelled at the prime minister's composure and empathy.

"Ardern's performance has been extraordinary – and I believe she will be strongly lauded for it both domestically and internationally," political commentator, Bryce Edwards of Victoria University in Wellington, told Reuters.

Volcanic Eruption

The natural disaster killed 16 people on White Island in December 2019. Her response was quick and guided by empathy. Ardern labelled the event at White Island a "calamity".

Speaking to the media, Ardern said the emergency service personnel had gone above and beyond the line of duty. "They have done an incredible job under devastating circumstances. What a calamity that exists here in Whakatane and everyone from coastguards, firefighters, St John, the police, all (those) down on the ground making themselves available to assist."

While paying tribute to those who died, she said: "Many people did extraordinary things to save lives, those who have been lost are now forever linked to New Zealand, and we will hold them close."

Women In Leadership Roles



During the Coronavirus Pandemic, we witnessed shining examples of leadership seen by countries that were headed by women. Their response from Germany to New Zealand was quick, immediate, and effective to curb the virus's spread.

The rise of female leaders is a remarkable initiative for the inclusivity of women all around the globe. Women have fought long and hard to reach gender equality. And we can see examples of female leaders emerging from all across the world, from different generations to drive for change.

The world is now filled with ambitious and capable women running influential organizations who have the power to call for physical change through technology and policies. The recent progress with the circular economy and blockchain is a fine example. The fight against Climate Change led by an eighteen-year-old Swedish activist bought the world to its knees to take action and shift towards a greener and healthier planet.

However, the overall number of women in top business roles is still relatively low, and they make up for only 5% of CEOs of major corporations in the US. But

there is room for optimism as the data shows us that the numbers have only been increasing. Since 2015 the number of women in senior leadership has grown significantly in the C-suite where women's representation has increased from 17% to 21%. Today, 44% of companies have three or more women in their C-suite, up from 29% of companies in 2015, which is excellent news!

Some brilliant examples of women transforming the business landscape are:

Ursula Burns, CEO of the Xerox Corporation, became the first African-American female CEO of a Fortune 500 company in history. Despite her challenging upbringing, she worked hard to climb the ladder and shatter the glass ceiling. During her time as CEO, she transformed Xerox into an outstanding global competitor within the tech industry.

Mary Teresa Barra, CEO of General Motors, became the first female CEO of a major automaker. When Mary Barra became CEO of General Motors, the auto industry emerged from some difficult times, and the company had to regain its title. Barra proved herself every step of the way and is now

one of the leading female CEO icons in the corporate world.

Sara Blakely, Founder of Spanx, was the world's youngest self-made billionaire by 2012. She hustled in her 20s as a sales trainer by day and developed her miracle product by night. However, the real game-changer for the brand was when Oprah named Spanx one of her "Favorite Things, that took the brand to the next level.

Stephanie Courtilier, Founder of Integrous Women, said, "I've always subscribed to the belief that the best leader is not one who has the most followers, but one who creates the most leaders. I strive every day — and in every program and offers we have at Integrous Women — to create more conscious, confident, and soulful leaders who, in return, will build a better world for all."

To all the women aspiring to be at the top, we all have it in us to be the best that we can. Let's tap into our potential and push ourselves to become these women that have a lasting effect on people. We have the power to shatter these glass ceilings and rise to the top. Believe in yourself, put in the hard work, and you'll see miracles taking place for you.

Strategic Leadership Skills



important to view knowledge as sort of a semantic tree — make sure you understand the fundamental principles, i.e., the trunk and big branches, before you get into the leaves/details or there is nothing for them to hang on to."

Most leaders swear by reading at least one book a week, as it helps them improve their knowledge and go to sleep smarter than they woke up. Strategic leaders always know the importance of curiosity and thereby strive to promote a curious work culture. We need to learn and grow from every situation, the good, the bad, and the ugly. They all have lessons to teach us.

Be Decisive

Jeff Bezos is one of the boldest decision-makers. He left his well-paying job for an idea and managed to transform it into a billion-dollar company.

In a 2015 letter to shareholders, he proposed two types of decisions entrepreneurs and executives regularly face. A Type 1 decision represents a door you walk through and can't go back, such as quitting a well-paying job to focus on your side-hustle full time.

"These decisions must be made methodically, carefully, slowly, with great deliberation and consultation," Bezos wrote. A Type 2 decision represents a reversible choice by an individual or smaller groups, for example, testing a new product with a group of beta customers or the layout of a section on the Amazon store.

Making bold decisions is a crucial trait of strategic leaders. These decisions have the power to direct your company in the right way in the long run.

A strategy is a missing link to outstanding leadership. These skills will help you inch closer to your goals and help you on the path to being a legendary leader.

Leadership is the capacity to translate vision into reality. -Warren G. Bennis, American Scholar

The American business magnate, Bill Gates founded Microsoft in 1975, the same year as the oil embargo recession. CNN went live for the first time during the early 1980s recession. Uber and Airbnb were founded during the Great Recession in 2009. What do these companies have in common? They understood that the more unpredictable the environment, the more excellent the opportunity, given if you have the leadership skills to capitalize on it.

Asking the right questions is a great start! Are you comfortable challenging traditional processes to make way for more quick and efficient operations? Do you conduct market research to foresee the future of your industry? These questions will help you know where you are at currently. Let's look at the essential Strategic Leadership Skills, which we think are vital to your business.

Challenge the Traditional Ways

Walt Disney Animation Studio is known for its creative workspaces that inspire mind-blowing ideas. According to Hal Gregersen, Executive Director of the MIT Leadership Centre, the ability to ask "catalytic questions" is a defining skill of Ed Catmull, its President, and his colleagues. As Catmull himself says, Directors at Pixar, when stumped

by a particularly vexing problem, are encouraged to assemble a "brain trust" of peers to challenge their thinking.

This simple exercise can bring in new ideas and new perspectives to help you make the right decisions. It will save your company a lot of time, money, and effort while also inculcating a creative culture

Anticipate the Future

Netflix, in 2020 grossed profits of about 6.44 billion dollars in the third quarter while AMC, the largest movie theatre chain in the US reported overall third-quarter revenue of \$119.5 million, down 91 per cent from revenue of \$1.31 billion in the same period of 2019.

What did AMC do wrong? They were stuck on a traditional idea and did not try to find new ways to engage their customers. In this dynamic, ever-changing corporate landscape, it is imperative always to anticipate the future. You can start by conducting market research, finding the difficulties your customers face, and asking them for their suggestions on making a specific product better.

A continuous process of learning

Elon Musk, Founder of SpaceX and Tesla, told Medium, "One bit of advice: it is

The Turnaround Expert Of The Century

Jørgen Vig Knudstorp is a Danish Business Executive who is the former CEO (2004–16), Executive Chairman (2017–present) and Member of the Board (2017–present) of the Lego empire. He is known for his brilliant turnaround strategy with the Danish toymaker.



An all-time favourite, the Lego company has had some good times over the horizon but this wasn't always the case. This Danish treasure went from strength and prosperity to disaster in the early 2000s. It all began in 1998 when the business began to falter. Lego posted a loss of €26m and by 2003 it was clear that the company was in grave danger and was heading towards bankruptcy. It had posted a record loss of €126m.

Kjeld Kirk Kristiansen, the grandson of the founder, invested a significant amount of his own money into the company to salvage the company but realized that was far from solving the crisis that was laid before him. Kristiansen then did something that had never been done before in the history of Lego – he handed over the reins to someone from outside the family.

Jørgen Vig Knudstorp was named the CEO of the Lego Company in 2004. He was a 35-year-old former academic and consultant, who previously worked with McKinsey & Company. He offered his outsider insights to transform the

company and quickly gained a reputation as a turnaround expert worldwide. He moved quickly to save the company, acting on instinct and strategy to restore the brand to its former glory. Knudstorp implemented aggressive cost-cutting measures and shed underperforming businesses, one of the biggest decisions he made was to sell control of the company's four LEGOLAND theme parks for nearly \$460 million.

Knudstorp was well aware of his inexperience within this new industry but he was determined to do his best and turn this company around. He took on a mantra of the Danish saying of 'managing at eye-level' by making himself familiar to all teams. Mr Knudstorp said in an interview, "We have almost a circular structure. Instead of having a typical executive committee, I meet every month with a group of 20 senior vice presidents. It's quite a flat management structure that allows me to have tentacles quite far into the operating business, and, at the same time, to get that broad group of leaders aligned around central execution matters, such as what are the financial



Image Credit: Lego

estimate and targets, what is the demand plan, what are the supply capacities, and which customers are we putting a priority on. Those types of operating questions get resolved in this central group. It's cumbersome to bring 25 people together in a room or at a video conference, but if you manage the material and the process well, you achieve huge speed advantages."

He started his work with the production department and was on the lookout for more effective and efficient practices to reduce the development time for new products. In a bold move, he involved LEGO's devoted adult fans in creative decisions through workshops in which new designs were discussed and thereby implemented.

Mr. Knudstorp's main skill is getting the best from his team by giving them the proper support and resources.

Prof Dave Robertson, former LEGO Professor of Innovation and Technology Management at Switzerland's Institute for Management Development (IMD) says Mr. Knudstorp's main skill is getting the best from his team by giving them the proper support and resources. An example from 2004 was championing a marketing executive who pushed for a back-to-basics design for a new fire

engine and the return of its Duplo line for toddlers, which had been dumped by a previous boss. "I think that is a much more powerful leader, somebody who can create a lot of Steve Jobses, rather than just one."

Mr Knudstorp at his interview with BCG revealed that he was trying to curate the company around a simple culture, "The culture I'm trying to create is one where every year when we celebrate another record result, I get up on the beer box and I say, "Thank you for doing all of the things I never asked you to do." I don't want to control. I want to create a context. I want to create clarity of culture and strategic choice, but then I want people to surprise me. I don't want a place where people are doing what they've been told to do because that

stifles that creative bureaucracy, that creates fear."

Once the company was standing on its two feet again, he positioned it for growth. He started experimenting with products, one of the best-selling creations includes the Japanese-inspired Ninjago line to the Friends range that was a major hit with kids. The results speak for themselves, in 2007-14 Lego's revenues more than tripled and its net profits rose sevenfold.

The release of The Lego Movie in February 2014 gave a big boost to the brand. The little plastic blocks that have inspired imaginations for generations saw a record \$4.4 billion in sales, which helped the already iconic brand regain its status as the most powerful.

"It's amazing now how much a movie can impact a brand," said Dan Lin, producer of The Lego Movie and The Lego Batman Movie. "That's something we're paying a lot of attention to and that hopefully, these movies do help to tell the brand's story."

Lego has also been very proactive with change ever since its impending disaster in 2003. It is now on the fast track to sustainability with rising concerns about its use of plastic. They have vouched to be 100% sustainable by 2030. "We want to use plastic in a responsible way, and particularly where it is in high quality, durable and reusable application. And that's what Lego bricks are," said Brooks. The brand is making the switch to bioplastics while focusing on the materials to give their consumers the same quality product as before.

In 2016 Knudstorp stepped down as CEO to become executive chairman of the newly formed LEGO Brand Group, which would "facilitate the owner governance of all LEGO brand-related activities." The following year he also became executive chairman of LEGO.

Mr Knudstorp learned various life lessons from his time at Lego, including one of his famous quotes, "I don't like stuff that can only go into one set; I want stuff that can be applied across sets. It's a more real Lego building experience. And, of course, it's the same from a manufacturing point of view. I want universal elements; that give me the best economics and best utilization of the mould."

The Voice Of Reason Amidst A Pandemic

Anthony Stephen Fauci is an acclaimed American Immunologist. He is the Director of the National Institute of Allergy and Infectious Diseases and the President's Chief Medical Advisor. He became the face of reason during the COVID-19 pandemic, warning Americans to take measures to stop the spread of the deadly virus.

➔ Wear a mask, is a phrase we have probably heard a million times with the emergence of the deadly novel Coronavirus. 'Wear a mask' the plea, even topped the list of Yale Law School librarian's list of the most notable quotes of 2020 by Dr Anthony Fauci.

Who is Dr Anthony Fauci?

Anthony Fauci is the renowned director of the National Institute of Allergy and Infectious Diseases (NIAID). He rose to fame in 2020 due to his expertise in dealing with epidemics and became the voice of reason. Americans glued in to watch his rationale advice and scientific information on the deadly coronavirus.

As director of the NIAID since 1984, Dr Fauci has lasted through six presidents and has declined multiple requests to lead his agency's parent organization, the National Institutes of Health, and partake in politics. He has led federal efforts to combat diseases caused by emerging viruses, including H.I.V., SARS, the 2009 swine pandemic, MERS, Ebola, and now the novel coronavirus. Fauci was an architect of the President's Emergency Plan for AIDS Relief, started in 2003 by President George W. Bush, to fight H.I.V. globally.

In a 2020 analysis of Google Scholar citations, Dr Fauci ranked as the 32nd

most-cited living researcher due to his coronavirus speeches amongst others. According to the Web of Science, Dr Fauci also ranked 9th out of 2.5 million authors in the field of immunology by total citation count between 1980 and January 2021.

Over the years, he has dealt with various infectious diseases that have made him an expert on the subject. Therefore, when America crumbled under misinformation and doubts about Covid-19, Mr Fauci took the initiative to keep the citizens informed and provided safety regulations to curb the virus's spread. Fauci alerted the Americans at the start of the pandemic to "hunker down significantly more than we as a country are doing." But, Donald Trump disagreed. "we cannot let the cure be worse than the problem itself," he tweeted.

"Experts like Dr Fauci should be the ones who speak to the public during epidemics", said Representative Donna E. Shalala of Florida, who was his boss during the Clinton administration, when she led the Department of Health and Human Services.

"I think Tony (Dr Anthony Fauci) is playing the same role that he has in the past, to make sure the science is accurate and clear," Ms Shalala said, a former American politician and academic. "During a health emergency,

it's the scientists and physicians that are the credible people to the American public, not politicians."

In July 2020, during the rise of cases in the U.S., Dr Fauci regularly appeared on television news shows, warning that the virus was now spreading exponentially with increasing cases and a high death rate. He offered advice for older adults and those with underlying health conditions who are most at risk, saying they should avoid cruises, flights, and large gatherings of people and try to distance themselves as much as possible socially. He noted down a few simple things that every person can do to minimize the spread of the virus, "There are things you can do now: physically distancing, wearing a mask, avoiding crowds, washing hands. Those things, as simple as they are, can turn it around. And I think we can do that. And that's what we've got to do, looking forward."

During the Stanford Medicine Event, Fauci pointed to a host of challenges that the nation faces during the pandemic.

"Including the need to devise an effective and widespread vaccine, the need for more early-acting treatments to curb severe infection, and the lack of public health infrastructure for handling an outbreak of such proportions. In addition, even as other countries see

a decline in case numbers, many American states are seeing a surge, largely attributable to the fact that the United States never fully shut down",

While guiding America to remain calm and composed, Fauci has also dealt with a fair share of uncertainty and stress during these trying times, and he says he has always turned to his wife, Christine. She is still his "go-to" person when he has to talk through a challenging issue or needs an outside trusted judgment on a, particularly thorny problem. "She is an amazing, levelheaded, analytical person with a heavy dose of common sense. Also, running has been my major stress reducer for decades. The combination of those two is critical in getting me through highly stressful times."

In the wake of receiving the vaccine now, he offers some sane advice, "more vaccinations - coupled with mask-wearing and avoiding crowds - would be the best way for the United States to tackle a new, more infectious strain of the coronavirus. If we can get the overwhelming majority of the population vaccinated, we'd be in very good shape and could beat even the mutant," he said as reported by Reuters.

However, through it, Fauci says, "We will have control over it. Unfortunately, we will have suffered a terrible burden, but it will end, and we will get back to normal, hopefully, sooner rather than later.

I think as a word of hope, people should realize: Don't despair. The pandemic will end, and we will get control over it." in his interview Healthline.

When America crumbled under misinformation and doubts about Covid-19, Mr Fauci took the initiative to keep the citizens informed and provided safety regulations to curb the virus's spread.

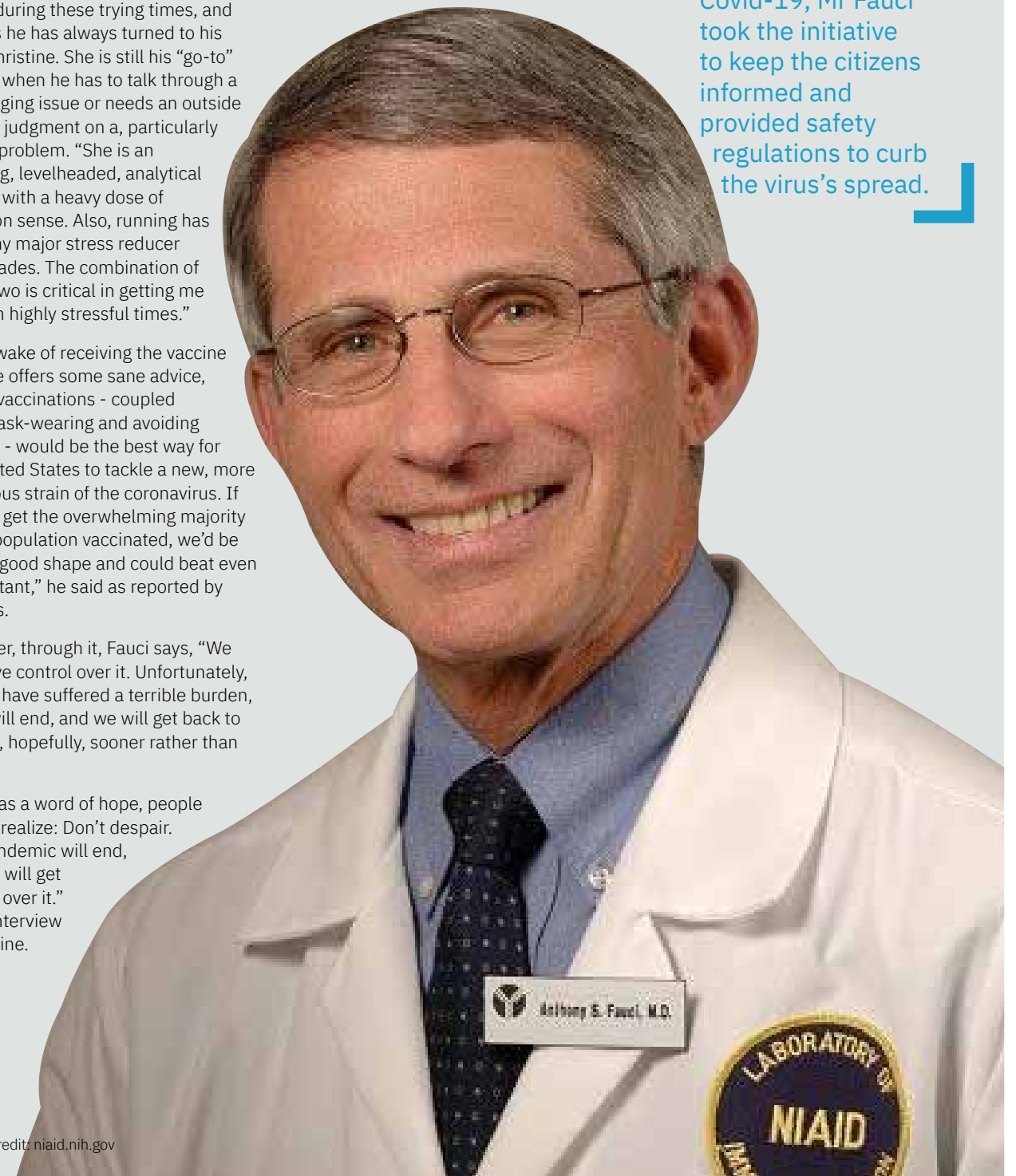


Image Credit: niaid.nih.gov

Sustainability Leadership



The future is green energy, sustainability, renewable energy - Arnold Schwarzenegger, Former Governor of California

With the recent shift to green economies, we have seen notable sustainable leaders arise from every industry to take this charge forward. Unilever took the lead and won the title of sustainability leadership in 2020, ranked by global experts. We continue seeing a rise in the people standing up for the cause from companies to individuals to help save the planet.

So what is sustainability leadership?

Sustainability leadership represents an expansive range of what leadership is. It includes everyday leaders in companies, from all walks of life, from Bill Gates to Greta Thunberg that take action with others to impact organizations and communities alike.

So how does this connect to the idea of leadership? Do you believe that progress can be driven from a position without recognized political or social influence? Of course! But would leaders driving the change in companies have a more significant impact? Definitely!

We have listed some sustainability leaders that have made a significant impact on their organizations and the world:

1. Kate Brandt - Google Sustainability Officer

Kate Brandt is at the forefront of the battle against climate change. An important figure in Google's climate-friendly action plan, Kate has previously worked with the American government and market-leading corporate organizations to revolutionize their business operations. Kate is a successful TEDtalk speaker, with her presentation gaining tens of thousands of views. Titled *A World Without Waste*, she explains how every Google search costs the planet, and how innovation, AI, and recycling can reduce the environmental pressure of technology. She oversaw the sustainable upgrade of 360,000 buildings and 650,000 vehicles while working for the Federal Government. As a testament to her success and influence as a woman in business, Kate was named one of the 40 most influential women in the world and in the top 46 sustainability leaders by Forbes.

2. Jesper Brodin- CEO, IKEA Group

Jesper Brodin is advancing IKEA's vision to furnish people with "thin wallets and big dreams in their lives at home" without taking more resources than the planet provides. Everything from bookshelves and couches to lingonberry jam and vegan hot dogs, IKEA's customers

demand leadership on climate and circularity, he says.

IKEA has been popularizing sustainability from its head office in Leiden, Netherlands, down into the masses' living spaces. The company has pledged its targets to reduce emissions and has vowed to become carbon positive by 2030. IKEA currently produces more renewable energy than its operations consume, having invested 2.5 billion euros. The company has committed to using only electric vehicles for all last-mile deliveries by 2025, starting in Shanghai, Paris, Amsterdam, New York, and Los Angeles. IKEA's phase-out of single-use plastic in the year ahead is another part of its "people and planet positive" (PDF) ambitions.

3. Tim Cook- CEO, Apple

Tim Cook has always valued moral responsibility. He is known for his genius in operations and withering silences since he joined Apple. But Cook also has a sustainability leadership side that the world has just discovered.

Since the hiring of former U.S. Environmental Protection Agency chief Lisa Jackson in 2013, Apple's environmental and social achievements have become one long list. Apple is one of the first corporations to run 100 percent on renewable energy, bringing suppliers on board to do the same. The company has boosted device recycling rates and developed aluminium with zero carbon dioxide emissions. They are implementing a circular supply chain that eventually would require no new materials to be mined.

Final Thoughts

In these past years, the world has not only witnessed companies and governments adopting definitive ways to save the planet but also a collective awareness from individuals who are choosing veganism and other eco-friendly lifestyle choices to contribute towards a more sustainable way of living. With these movements, there is a minuscule ray of hope that we may be able to save the only planet that we have.

Four Leadership Lessons Learned During 2020



The use of the word unprecedented was truly unprecedented in the year 2020. Users of the online dictionary even elected the word "unprecedented" as the People's Choice 2020 Word of the Year. This trivia shows what a strangely different year the world experienced in 2020.

2020 was a year filled with many ups and downs for most people this was multiplied by a hundred for the Corporate World. Many companies took on remote working through trial and error, they experimented, and with much effort, they finally got their productivity back to where it was pre-covid-19. We got closer to each other via zoom work calls and embraced the human element. It was a year full of lessons learned and mastered.

We have a long list of lessons but the top 4 lessons that made our list are:

1. Embrace the uncertainty

We have all been on the lookout for a vaccine, waiting for its arrival so that we can go back to normal. However, we don't know how long it will take for that

to happen so while we are in the eye of the storm we need to let go and embrace the changes coming our way.

Many companies have embraced this and moved their workforce to remote working and are doing brilliantly. Dell is a fine example. In his interview for Entrepreneur, Chahdi, Director of America's HR Operations at Dell Technologies, says: "Support starts with Dell's executive leadership team members, who work flexibly themselves. We must continually show team members that we trust them to organize their work in a way that meets both their personal and professional priorities." They have extended themselves to show their trust in their employees, and it is paying off.

2. Take Control

2020 was rife with a sense of hopelessness, but we need to regain our sense of control. If we are in the wrong place right now, we can always change it for the better for ourselves and our team. Marc Randolph, Co-Founder of Netflix, talks about dealing with problems and taking control, he says, "Fall in love with the problem, not the solution – because

if you fall in love with the solution, you'll chase it trying to find a problem to fit it. If you fall in love with the problem, you'll learn everything you can to know about why that problem exists, and what efforts were made in the past to solve it, and who has that problem and under what conditions. Then you'll come up with hundreds of ways to possibly solve it."

3. Be patient and develop resilience.

It is a skill which takes effort and time to build over the years. From Elon Musk to Mark Zuckerberg, they have all developed resilience against failures and their fears. We cannot let the fear of failure take over.

Marissa Mayer, CEO of Yahoo, talks about resilience, "I always did something that I was a little not ready to do. I think that that is how you grow. When there's a moment of 'Wow, I'm not so sure that I can do this, and you push through those moments, it's then that you have a breakthrough. Sometimes that's a sign that something really great is about to happen. You're about to grow and learn a lot more about yourself."

4. Find the genius in your team.

Why battle through a storm alone, when we have our brilliant teams alongside us? We should take them into confidence, especially during the uncertainties that the pandemic has thrown our way. We can better navigate it when we have many brains to bounce ideas off and make a better decision.

As Reid Hoffman, Co-Founder and Executive Chairman, of LinkedIn rightly said, "No matter how brilliant your mind or strategy, if you're playing a solo game, you'll always lose out to a team."

The most important lesson this year taught us and was acknowledged by corporate leaders worldwide as well, is to be resilient in the face of uncertainty, accept our flaws and challenges and find solutions to correct them and lastly, embrace the unknown.

The Feminist Icon

Sheryl Kara Sandberg is a notable American Business Executive, Billionaire and Philanthropist. Sandberg is the Chief Operating Officer of Facebook and the Founder of LeanIn.Org (a global community dedicated to helping women achieve their ambitions). She is the first woman to serve on the Board of Directors at Facebook.

➔ An ambitious woman with a do-it-all mindset can achieve anything, and Sheryl Sandberg is just that. She is the COO of Facebook and the Founder of LeanIn.Org

Sanberg was a smart kid with good grades in school. She went on to do her bachelor's at Harvard University in Cambridge, Massachusetts and majored in Economics. She worked with Lawrence Summers as her adviser for her thesis during the course. She received her bachelor's degree in 1991, topping her class. When Summers became chief economist at the World Bank in Washington, D.C., Sandberg joined him there, and together from 1991 to 1993 they worked on projects that helped developing countries. He was an instrumental part in shaping her career during the early years.

Image Credit: fb.com



After her stint at the World Bank, Sandberg completed her master's degree from Harvard University in 1995, post which she joined Summers as the Chief of Staff following his appointment as the deputy of Treasury Secretary in 1995. After the Democrats lost the 2000 election, Sandberg decided to move to Silicon Valley to join the booming tech industry.

She was met with an exciting proposition from Google, which wasn't the big multinational conglomerate today.

"Google had no business units, so what was there to manage generally?" Sandberg told an ABC News/Yahoo! Newsmakers interview. "I was just like, 'Eric, I- I love Google. I want to take this job. But I don't know what this job is.'"

"But the next thing he said was, 'If you're offered a seat on a rocket ship, get on, don't ask what seat.' I tell people in their careers, 'look for growth.' Look for the teams that are growing quickly. Look for the companies that are doing well."

And just like that, Sandberg joined Google as Manager of its business unit. During her time at Google, the company grew at an exponential speed. She soon found herself with the title of Vice President of global online sales and operations. She was in charge of the development of AdWords and AdSense. Both of which helped Google become profitable and were responsible for much of Google's earnings. In 2004 she was put in charge of Google's for-profit philanthropy arm, Google.org, which focused on the problems of climate change, public health, and poverty.

After a seven-year stint at Google, Sandberg decided it was time to move on. Facebook Founder Mark Zuckerberg persuaded her into taking the COO position at his social media giant, Facebook. He later said at the interview, "A big theme of this hire is that there are parts of our operations that, to use a pretty trite phrase, need to be taken to the next level. Ms Sandberg will help Facebook expand overseas and develop an advertising network that will help justify its carbonated \$15 billion valuations, set last year when Microsoft invested \$240 million for 1.6 per cent of the company. She will also oversee Facebook's marketing, human resources, and privacy departments and essentially guiding how Facebook presents itself and its intentions to the outside world."

During her time at Google, the company grew at an exponential speed. She soon found herself with the title of Vice President of global online sales and operations.

Her role at Facebook has richly rewarded; she made her way onto the billionaires' list in early 2014, thanks to her Facebook stake. Furthermore, she became the first female member of the company's board of directors in 2012.

Sandberg said Zuckerberg gave her great advice during her first performance review that transformed her life.

"He said, 'Sheryl, your biggest problem is - you're trying to please everyone all the time. You're trying not to say anything that anyone objects to. You don't make a change in the world; you don't have an impact in the world unless you're willing to say things that not everyone will like.' Really important advice for me," Sandberg said. "I don't think I would have written this book if Mark hadn't said that to me."

Sandberg is also known as an advocate for woman rights in the workplace. In March of 2013, she published "Lean In," a book that recounts some of her personal work experience and advice for women to pursue top positions in their field.

Lean In points out men apply to jobs when they meet merely 60 per cent of the listed requirements, while women wait until they meet 100 per cent. Men also negotiate for higher salaries far more often than women. For example, of a graduating class of Carnegie Mellon students, 57 per cent of the men initiated negotiations, compared to 7 per cent of women.

"I want to be clear: I am not saying that men are too self-confident. That's not the problem. The problem is that women aren't self-confident enough," says Sandberg.

She took help from some infamous personalities along the way. In March 2014, Beyoncé, Jennifer Garner, Jane Lynch, Diane Von Furstenberg, and Condoleezza Rice starred in a Lifetime PSA that encouraged young girls to take the lead without worrying about being "bossy." Sandberg has campaigned against using the word "bossy," arguing that it damages women's confidence and desire to pursue leadership roles in her #banbossy campaign that went viral.

In 2015 Sandberg's husband, Dave Goldberg, died unexpectedly and she was left heartbroken. She wrote about his death and dealing with adversity in *Option B: Facing Adversity, Building Resilience, and Finding Joy* (2017; co-written with Adam Grant). The book offers guidance on overcoming various challenges and hardships that we face in life. But Sandberg found love again and is now engaged to Tom Bernthal, American marketing CEO and former NBC News producer.

Fortune has included her on its list of Most Powerful Women since 2005, and Facebook's stock continues to soar. Sandberg is an icon for the feminist movement, and through her efforts, we can see she's making a difference. Let's toast to shattering glass ceilings and making a mark in patriarchal dominated society.

The Self Made Billionaire

Sophie Amoruso is an Award-Winning Serial Entrepreneur and a New York Times Best Selling Author, and Founder of the famous brands, Nasty Gal and GirlBoss. She has forged an unparalleled path in building iconic brands and has evolved from one of the most prominent figures in fashion to a cultural thought leader.

➔ We all have experienced ups and downs in our lives. Through failures and heartbreaks, we learn to evolve and grow. We have all heard the saying change is the only constant. But as we grow up, we recognize the reality of it all. In the end, it all comes down to how strong we are, do we choose to pick ourselves up? Or do we decide to sit down and wallow in it?

That brings us to the story of Sophie Amoruso. A story of failure with a silver lining. Raw, passionate, relentless. She never backed down and faced all her challenges head-on. Sophie was the infamous Founder and CEO of Nasty Gal, an icon for Girl Bosses worldwide.

Amoruso was a troubled adolescent and a college dropout who bounced from one minimum-wage job to the next. She is a fashion enthusiast who stumbled upon the opportunity of selling vintage clothes online. Amoruso paved her way through hard work and determination to build a business at the early age of just 22. She started the brand selling clothes on E-Bay in her bedroom, and after only a year and a half of this, Nasty Gal Vintage was doing around \$115,000 in sales and earning \$20,000 in profit. However, credibility on E-Bay was shot down due to some reasons, and her sales started dropping.

But that did not stop young Amoruso; she thought it would be even better if she could start her site. She soon moved into a store and named it Nasty Gal, that was such a big hit that it blossomed into a

thriving company pulling in \$100 million in revenue with almost 200 employees just after six years of its inception.

Due to Nasty Gal's initial success and Amoruso's great marketing genius, the entrepreneur's autobiography, "#Girlboss," was a hit, spending 18 weeks on the New York Times bestseller list in 2014.

In her interview with The Cut, she explained what her book was all about. "Like most books by CEOs, #GIRLBOSS is a marketing tool—an effort to broadcast the author's brand more widely—but it is also a passion project. When someone tweeted a complaint about the book's title, suggesting that grown women shouldn't be calling themselves girls, Amoruso responded immediately: "How's #BROADBOSS? or would you prefer #MATRONBOSS?" "I mean, come on," she says later in her unruffled tone. "I don't like it when an old man says, [creepy voice] 'Let's invite the girls to dinner,' but I think it's okay to call girls, girls." Pause. "And I think it's okay to call girls bossy."

The front cover of #GIRLBOSS has Amoruso in a tight black dress and spiky necklace, fists balled against her hips. One of her eyebrows is arched, not the typical #GirlBoss you would have envisioned, but a rather spectacular one who is relatable to every millennial.

In 2016, Netflix announced that it had a series based on Amoruso's life in the works. That year, Forbes called Amoruso

one of America's richest self-made women. However, behind the facade, her Nasty Gal's sales had been steadily dropping, from \$85 million in 2014 to \$77 million in 2015, according to bankruptcy documents.

A year later, Sophie's life came crashing down before her own eyes. Her company was failing, her one-year-long marriage was on the cusp of a bitter divorce, but she held her head high and smiled for her bold shot on the cover of Forbes Magazine, 2016. In her interview with The Los Angeles Times, she admitted that appearances could be deceiving, she pointed to her 2016 Forbes cover as an example.

After being charged with multiple lawsuits, Amoruso stepped down as Nasty Gal's Chief Executive Officer in 2015 but stayed on for a time as Executive Chairwoman. In 2016, Nasty Gal filed for bankruptcy, and she resigned. Her marriage also ended by then.

In an interview with the Los Angeles Times, she said, "It's a different world, about how things have shifted since the release of "#Girlboss." "I've been processing and learning from everything that I've experienced while at the same time being inspired by the girls who are experiencing the same thing."

With the encouragement and support of her peers, Amoruso did not wallow around and kept working towards building her empire, she said, "rather



Image Credit: Shutterstock

In 2016, Netflix announced that it had a series based on Amoruso's life in the works. That year, Forbes called Amoruso one of America's richest self-made women.

than accepting what the world has said about me." She quickly launched Girlboss by using the community she had built through her book and its subsequent endeavours, the Girlboss Radio podcast, the Girlboss Rally, and not forgetting the infamous Netflix series #GirlBoss.

In an instant, women everywhere were using the term, from Instagram to LinkedIn, as it came to encompass more than the definition of a female CEO and instead embodied women's overall attitude and empowered them to achieve anything they desired. The girl boss Instagram account has 1.7 million followers, and to date, the term has been hashtagged more than 22.4 million times. Celebrities from Miranda Kerr to Gwyneth Paltrow have self-identified as girl bosses amongst others.

But then disaster hit again. The company found itself drowning amidst the pandemic. Amoruso said on Instagram that she and ten others would leave the company, calling the Covid-19 pandemic "a head-on, high-speed collision" that "decimated" revenue for Girlboss, derailing a "high 8-figure partnership" and other deals. "As you know, the

effects of Covid on our business have been devastating," she said. "The pandemic has wreaked havoc upon countless experiential and ad-supported businesses, and sadly, we are not exempt."

Just three months later, Amoruso is using her hard-earned experience as a founder, CEO, and serial brand builder to build a new project, Business Class. The in-depth online entrepreneurship course provides the next generation of entrepreneurs with the tools they need to build and scale businesses positioned for long-term success. Amoruso said, "I'm 36 years old, I've been building businesses for 15 years, I've extracted a lot, and all I want to do is give back," says Amoruso. "I've stepped in a lot of the land mines. I know how to step over them now." The biggest lesson learned through it all, never to shy away from a challenge."

Remote Working, The Way Forward



Whenever we hear the term remote working, we directly attribute it to COVID-19, but that is not entirely true. Remote working was a popular concept way before COVID-19 disrupted our workplace. Many big companies such as Automatic (Parent Company of WordPress, Vault Press, amongst others) have employees working remotely across 60+ countries and are managing brilliantly.

Diane Gherson, Chief Human Resource Officer at IBM, says, “We are seeing an acceleration of the trend to democratize the workplace. During these last few months, digital technology has flattened hierarchies, with everyone connected and getting information at the same time, and so many channels for employee input and involvement in decision-making in real-time.”

So how is remote working more efficient? Let's find out!

1. Pick the best talent.

Since there are no restrictions on location, you can now start recruiting from all over the globe. Pick the best candidate based on their talent and not the place they currently reside while also getting a

decent salary. It is a win-win situation for both the parties, even the employees as they can now move back to their home town or travel the world while still working at their dream company with just the convenience of their laptop and a good WiFi connection.

David Sproul, Senior Partner & Chief Executive at Deloitte UK, talks about talent and ability regardless of working full time in the office or remote, he says, “We celebrate and promote people who work flexibly, recognizing that there is absolutely no difference between someone who is a mother working three days-a-week and a father who works term time. Promotion is about ability, not the number of hours you work.”

2. Reduces costs and carbon emissions

It reduces fixed costs concerning renting a space for an office or paying for electricity or even WiFi for that matter. The employees don't need to spend money on commutes from work to

home and reduce their carbon footprint. They can now solely concentrate on the quality of work to deliver their best to the

company without the workplace's added stressors.

Mark W. Johnson and Josh Suskewicz, from Harvard Business Review, say “Even if remote work turns out to be less productive on some metrics than others, reducing carbon-based emissions or the improving work-life balance could make up for it.”

3. Increases diversity

We all find it challenging to incorporate diversity in our organizations since we are limited to a particular area. But with remote working, we can easily include this in our plan. With more people from different countries, we are now open to new ideas, more experiences and can craft better strategies and experiences for our customers.

Hayden Brown, CEO of Upwork said on diversity, “I can't tell you the number of CEOs I talked to who are thinking, ‘I have to solve the diversity challenge in my business, and remote work is one of the key tools... We have to let go of this very office-centric culture and incorporate people who are in a lot of geographies.’”

4. Offers flexibility

Remote working gives employees the flexibility to do their work on their terms. It gives people space, creativity and the quiet that they need to produce their best work. Offering an outstanding work-life balance to prioritize both work and our families, we don't miss out on the crucial parts of life.

Richard Branson, Founder and Chairman of Virgin Group, gives his opinion on work from home, he said, “We like to give people the freedom to work where they want, safe in the knowledge that they have the drive and expertise to perform excellently, whether they [are] at their desk or in their kitchen. Yours truly has never worked out of an office, and never will.”

Final Thoughts

Remote working is paving the way for the future for companies worldwide. It is helping tremendously to cut costs and boost productivity in employees. Together we are working towards a new revolution of satisfying and fulfilling careers while living our best lives.

Building Your Business Strategy Surrounded By Uncertainty



Companies that change may survive, but companies that transform thrive. Change brings incremental or small-scale adaptations, while transformation brings great improvements that ripple through the future of an organization. – Nick Candito, Co-Founder and Chief Executive Officer at Progressly.

With uncertainty lurking around, we find ourselves holding on tightly to things that remain constant, and we can turn to for comfort. But can we use this same strategy for our businesses? Absolutely not!

While many businesses failed to cope up, many industries such as the pharmaceutical industry, the entertainment industry have logged in one of their best years yet. However, not all of us can be dealt the winning hand, so what do we do then? How did Elon Musk become the wealthiest person in the world during a pandemic? It all comes down to strategic decisions and perseverance.

We have listed down a few steps to help build a game-changing strategy:

1. Make the shift online

COVID-19 has shown us the importance of having an online presence. Many businesses have shut down during the

lockdown as they did not have an online presence and could not cater to their customer's needs. Especially with the pandemic, several online brands have even taken to giving free deliveries to help their customers. We recommend using this time to set up an online store, identify errors in the online processes, and rectify it.

Cordoco, the fashion brand, took the downtime that the lockdown offered to accelerate their online retail site's digital transformation to cater to digital shoppers. Given they had already built this e-commerce infrastructure, Cordoco could ramp up their online presence with their teams working remotely and efficiently.

2. Use the time to make improvements.

Take this time to see what features of the company's product and processes can be improved and improvised for the better. Conduct market research and send out surveys to customers asking them their opinion on what they feel would enhance the brand and their user experience.

PepsiCo realized that many of their products were nearing the expiry date during the lockdown. The brand started creating bundles of consumers' favourite brands approaching their

shelf expiry dates. To make it easier for their consumers, they delivered it directly to their homes. They dealt with two problems with one strategy; they dealt with waste reduction, and their consumers were able to sample a wide range of PepsiCo products at a discounted rate.

3. Focus on the company's strengths

During these uncertain times, concentrate on the company's advantages. Ask important questions. Think about what would attract customers to the product? What would draw them in as soon as the lockdown is over? Airbnb devised a brilliant strategy to do just that.

We are well aware that the travel and tourism sector has been flailing due to the lockdown restrictions. Brands revised their marketing strategies to inspire customers. Airbnb has put up images of its breathtaking spaces, free for download and use. In cognizance of the increased use of at-home devices, this will lead to more engagement and brand awareness when travel resumes to normal.

4. Reassure customers

Businesses always revolve around customers. Use creative advertising and build strategies that show the customers that they always come first, even during a pandemic.

Aldermore Bank has seized this opportunity. While we know that many people are struggling to pay off their loans and mortgages, this bank took a few simple steps to make it easier for their customers. They implemented an efficient process for mortgage repayment holidays with access to funds for business clients and created a robust digital banking experience. They have received overwhelmingly positive feedback on review sites like Trustpilot from customers.

The pandemic forced businesses to adapt to transformative changes that would ordinarily take years to implement. COVID-19 shows us that companies can be highly agile when needed. We need to stick with the principle of agility to keep our business growing and thriving. Change is constant, and we need to start using it to our advantage.

Nike's Golden Boy

Mark Parker was the Chairman, President & CEO of NIKE, Inc. His business expertise earned him the title of 'Business Person of the Year' in 2015 by Fortune. Parker's focus on innovation led the way for Nike Air and other industry-changing breakthroughs in product design.

Blue Ribbon Sports was founded in 1964 by Bill Bowerman, a track-and-field coach at the University of Oregon, and his former student Phil Knight. They opened their first retail outlet in 1966 and introduced the Nike brand shoe in 1972. The company was later renamed Nike, Inc., in 1978 and now is amongst one of the world's top brands.

When we think of the iconic brand that Nike has grown into, we instantly think of a few names behind the brand's success. Amongst them, Mark Parker is one that stands out.

Parker joined the company in 1979 and ever since has taken the brand to new heights while working relentlessly to achieve higher standards. With Parker as the Chief Executive, the annual revenue (including footwear and sports apparel) has doubled, from \$15 billion to \$30.6 billion. The share price has risen sixfold, from \$21 in January 2006 to \$34.8 in 2020.

Guided by innovation and creativity, Parker said, "When you work in a culture that thrives on innovation and is constantly moving into uncharted territory, you're going to hit dead ends. But to be successful over the long term, remember what you've learned and moved on from it quickly."

Parker joined Nike soon after college and has grown with the brand. He had the task of designing sneakers when he first joined. Since it was merely a start-up back then, Parker was not only drawing shoes but juggling various

responsibilities that entailed checking the leather, helping out with marketing campaigns, trying new ways to boost sales. In an interview with WSJ, Parker revealed that he did it all back then, "Conceptualizing, creating, putting it on an athlete, getting all that feedback, and then modifying. The whole process was a very tight loop."

Parker thinks it is vital to keep innovating and trying new things. According to him, it is crucial to allow himself the space to be, "a wacky creative, to go off and not have any regard for commercial sensibility. And I think that's OK sometimes. You have to untie those limitations and let it fly and then see where it goes." He recognizes that his designers, technologists, and engineers also need that space. "You don't want to be having a conversation or an idea tethered to a brief that is all about volume and commercials.... If there is something truly out there and game-changing and it's going to disrupt much of our current formula or approach, people can become quite uncomfortable, and that's a trap. One of my biggest sources of angst is having people so comfortable with a formula that works that they are not challenging themselves or their ideas."

In 2001, Parker got the President's position that instantly put him in the spotlight. In 2004, everyone was expecting Parker to be named the new CEO to replace Knight, but he lost the prize to William Perez, the first outsider to run Nike Inc. A year later Parker added another feather in his hat when Knight handpicked him to become the new CEO

of Nike after Perez left the position citing differences with Knight.

Before becoming the CEO of Nike, he served as Co-President of the Nike brand beginning in March 2001. He also participated in shoe design and found himself creatively drawn to the process. He created and designed the Nike HTM project of limited edition footwear alongside Nike designer Tinker Hatfield and creative consultant Hiroshi Fujiwara.

During his reign at Nike, he made some drastic changes for the better. He put Nike on the path of sustainability, ensuring that the brand would remain environmentally conscious. After ten years of work, Parker and his team launched the first "Green Shoe" that adheres to sustainability principles. He is also the brains behind some of the other distinguished brands in Nike's portfolio, including Converse Inc. and Hurley International.

In 2015, Fortune named him Business Person of the Year to award him for his exceptional flair in business. Parker's legacy also includes the procuring of patents, 500 of which the company landed in 2015 under his innovative gaze.

Parker also significantly boosted the brand's image by getting famous athletes onboard from Cristiano Ronaldo's likes to great legend Kobe Bryant who recently passed away last year. He made sure to create long-lasting relations with each of the athletes that went beyond just business.

"He's a mentor of mine," says Kobe Bryant, who receives a reported \$15

Parker also significantly boosted the brand's image by getting famous athletes onboard from Cristiano Ronaldo's likes to great legend Kobe Bryant who recently passed away last year. He made sure to create long-lasting relations with each of the athletes that went beyond just business.

million per year from Nike. "I go to Mark with all kinds of things. I can bend his ear on anything. He's a pretty damn busy man but he takes the time to sit down with me."

Parker has now passed the torch onto Donahoe, in his resignation speech he said, "[Donahoe]'s expertise in digital commerce, technology, global strategy and leadership combined with his strong relationship with the brand, make him ideally suited to accelerate our digital transformation and to build on the positive impact of our Consumer Direct Offense."

Parker's success with the brand has set a good start for Donahoe and also opens the doors for even more exploration within digital retail under his new reign. Parker's Nike journey wasn't all that easy, with several ups and downs, but he always found a way out of it with creative strategies and charisma to charm his audience.

Mark Parker said, "Regardless of whether or how you worship, where you come from, or who you love, everyone's individual experience is what makes us stronger as a whole."

He used his employee's experiences to make Nike a brand that motivates and pushes people to be the best that they can. And that is one of the reasons why it is the legendary brand that is today.



Image Credit: nike.com

GLOBAL **Leaders** TODAY

Men make history and not the other way around. In periods where there is no leadership, society stands still. Progress occurs when courageous, skillful leaders seize the opportunity to change things for the better.

—Harry S. Truman

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