

# GLOBAL Leaders TODAY

Issue 3 | Volume 1

March 2021

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Best investment  
options in 2021

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## THE BEACON OF HOPE TO THE DISABLED COMMUNITY

The Genius Behind The AI  
Suitcase That Will Empower  
Visually Impaired People





# FROM THE EDITOR

Dear Readers,  
We are delighted to bring you the March Edition of Global Leaders Today.

In this edition, we have grouped together some inspiring personalities that have battled their way to the top with perseverance, hard work and raw talent. They have told their stories on the global stage to help inspire and motivate others dealing with the same struggles to keep working towards their goals and striving to be the best leader they can.

The Cover Story talks about the phenomenal Scientist Cheiko Asakawa, who, despite all odds, has helped the disabled community by taking a big leap in the field of Artificial Intelligence to help blind people navigate and lead normal lives.

We have dug deep to source and find content that can truly motivate and inspire you to be the best that you can be with various thought-provoking articles and trending news to give you an edge over the others.

We hope we can continue adding value to your lives.

Warm Regards,  
**Sherlyn Gomes**  
Editor at Global Leaders Today

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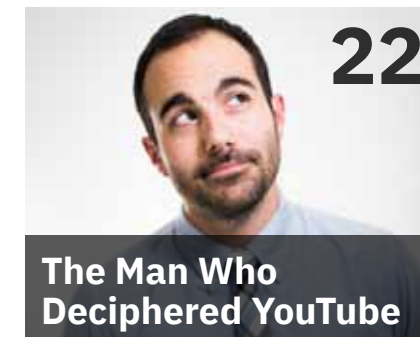
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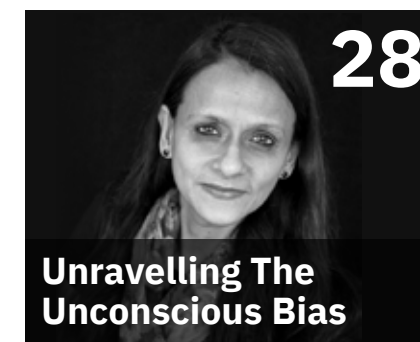
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# The Beacon Of Hope To The Disabled Community

Dr Chieko Asakawa is a blind Japanese Computer Scientist and an IBM Fellow who has been instrumental in furthering accessibility research and development for the past three decades. Challenging thinking on visually impaired technology usage leads to advancing web accessibility, including digital Braille and voice browsers.

Cheiko Asakawa was born in Osaka, Japan. She lost her eyesight after a pool accident at the young age of 14. That did not stop her from studying and finding a solution to her problem while helping the disabled community.

Dr Asakawa recalled how she had to rely on her two brothers to read her school textbooks aloud while transcribing them into Braille. "It was hard and not much fun, and I just wanted to be independent." She was afraid for her future, as "without the technology, jobs for the blind were really limited." When I started out, there was no assistive technology," says Dr Asakawa. "I couldn't read any information by myself. I couldn't go anywhere by myself."

Those "painful experiences" ignited a fire within her and set her on a learning path to solving her painful ordeal. So she went ahead and invented that technology!

She completed her college education at the University in Osaka and then attended a 2-year-long Computer Programming course. She then joined IBM Tokyo and started pioneering work on accessibility at the firm while also earning her Doctorate in Engineering from the University of Tokyo in 2004. In 2009, she became an IBM Fellow, the firm's top honour for employees.

Her research projects have included developing a word processor and a digital

library for Braille documents. Dr Asakawa is behind early digital Braille innovations and created the world's first practical web-to-speech browser. Those browsers are commonplace these days, but 20 years ago, she gave blind internet users in Japan access to more information than they'd ever had before. She has developed NavCog, a voice-controlled smartphone app that helps blind people navigate complicated indoor locations.

## Her Work On Micro Mapping

Low-energy Bluetooth beacons are installed roughly every 33ft to create an indoor map. Sampling data is collected from these beacons to build "fingerprints" of a specific location.

"We detect user position by comparing the users' current fingerprint to the server's fingerprint model. Collecting large amounts of data creates a more detailed map than is available in an application like Google Maps, which doesn't work for indoor locations and cannot provide the level of detail blind and visually impaired people need," Dr Asakawa says.

## Her Next Big Challenge:

Dr Asakawa's next challenge is the "AI suitcase." It is a lightweight navigational robot that helps a blind person navigate an airport's tricky terrain, providing directions and useful information on flight delays and gate changes.

The suitcase also has a motor embedded to move autonomously, an image-recognition camera to detect surroundings, and Lidar - Light Detection And Ranging - for measuring distances to objects. The suitcase tells the user to pick it up when stairs need to be climbed.

"If we work together with the robot it could be lighter, smaller and lower cost," Dr Asakawa says.

The prototype was "pretty heavy", she admits. However, at the pilot experiment of the second prototype held on 2nd November 2020, the AI suitcase successfully navigated itself to an All Nippon Airways departure counter after receiving a command from Dr Asakawa.

As soon as she gave the command via her smartphone, motors connected to the suitcase came to life, with the AI system providing voice guidance as it automatically stopped for doors and swerved to avoid people.

The suitcase-size has been modified to be small enough to be brought onboard flights as carry-on luggage, and also indicates the direction of travel through haptic feedback via its handle. Its conversational AI can additionally provide information about stores in the vicinity and help the user shop.

"AI guides me as it replaces the sight I have lost. It is a dream to be able to go

Dr Asakawa concludes: "I've been tackling the difficulties I found when I became blind. I hope these difficulties can be solved."



Image Credit: IBM Newsroom

out freely by myself. I want to really enjoy travelling alone. That's why I want to focus on the AI suitcase even if it is going to take a long time." said Dr Asakawa

## AI Leading The Way For The Greater Good Of Humanity

Microsoft has given a whopping sum of \$115m (£90m) to its AI for Good

programme and \$25m to AI for its accessibility initiative to help disabled people globally. Their projects include Seeing AI, a talking camera app that is a central part of its accessibility work.

"People with disabilities have been overlooked when it comes to technology development as a whole," says Nick McQuire, head of the enterprise and AI

research at CCS Insight. But he says that's been changing in the past year, as big tech firms push hard to invest in AI applications that "improve social wellbeing".

Dr Asakawa concludes: "I've been tackling the difficulties I found when I became blind. I hope these difficulties can be solved."

# The Pinnacle Of Success



Image Credit: Macworld

Angela Ahrendts is the former Senior Vice President of the retail tech giant Apple and the former CEO of Burberry's iconic fashion brand. In Forbes' 2015 list of the most powerful women globally, she appeared as the 9th most powerful woman in the U.K. and the BBC Radio 4 Woman's Hour 100 Power List. She is known for her exemplary leadership skills and vision to transform companies and align them with success and prosperity.

➔ Angela Ahrendts was born and raised in a small town in the Midwestern U.S. called New Palestine, Indiana, in a big family of five siblings. Her parents raised her with strong values and beliefs that she still holds very dear to her heart. Her parents being deeply spiritual, worked hard to keep the family united and always insisted on having meals together as a family to cherish and celebrate every minute of their lives.

Angela says that growing up in a small town had a significant impact on her life because she learned to value her family and friends' emotional connections. Her first job was waiting tables in a local restaurant. Her family house was always filled with joy and laughter, food preparation, and constant conversations and debates.

"Growing up in Indiana, I learned that everything truly begins and ends with people, and the compassion, trust, and respect for others that define us, this part of the world has given me a tremendous professional foundation," said Angela.

She graduated from Ball State University with a Degree in Marketing and Merchandising in 1981. Ahrendts

Everyone talks about building a relationship with your customer. I think you build one with your employees first, and the rest automatically falls in place.

later moved to New York City to pursue her passion for working in the fashion industry.

Not long after, in 1989, she was named President of Donna Karan International. She worked on honing her skills in merchandising and licensing at the luxury brand. After that, she worked at several other companies, including Henri Bendel (1996–98), Liz Claiborne, Inc. (later Fifth & Pacific Companies, Inc.), and then Kate Spade & Co., where in 2002, she was named Executive Vice President.

Ahrendts was then offered the role of CEO at Burberry and stepped into the position in 2006; she was committed to growing the brand by changing its strategy to digital. Back then, most of Burberry's luxury competitors did not have a digital presence that gave the brand an edge over their competitors. Ahrendts looked for inspiration at Fortune 500 digital leaders like Apple, Google, Nike, and Starbucks. With the help of her Chief Creative Officer (CCO), Christopher Bailey, she turned Burberry into one of the most prominent digital space players.

In an article in Harvard Review, Ahrendts revealed that she thought she was the best fit for the brand as she used her love and admiration of great brands to transform Burberry into the fashion social media icon that it currently is.

The arrival of digital to fashion transformed the industry and revolutionized the shopping experience like never before. Burberry's success was tied to its willingness to be creative and change business strategies while staying up-to-date with all the new trends. They believed in their product and focused on their strengths, perfectly executed their strategy, and engaged with all types of consumers with different content, from brand loyalists to critics. This all-encompassing digital approach was their blueprint for success and established Burberry's reputation as a pioneering digital innovator in fashion. During Ahrendts' tenure at Burberry, the company's stock price more than tripled.

"Her background as CEO of Burberry and the last five years at Apple established Ahrendts as one of the most respected retail visionaries and executives around,"

said Daniel Ives, Managing Director of equity research at Wedbush Securities. "She was clearly an asset for Cupertino, especially as the company was looking to innovate the design and vibe of its flagship Apple retail stores around the world."

After her role at Burberry, she was approached by the tech giant Apple that tasked her with revamping its stores and boosting employee morale. They also gave her the charge of making the buying process at its outlets feel more like a luxury experience similar to what she had executed at Burberry and improve the merger of its digital and brick-and-mortar shopping experiences.

Ahrendts recalls the first time she chatted with Tim Cook, "The very first time we chatted," "it was an honour to meet him, but my mission was to talk him out of me. So I said, don't believe everything you read: I am not a techie. Honestly, ask my daughter, I am not. And he was so calm. He just shook his head and said, 'I think we have 10,000 of those, I think we're covered there.'" "At one point [Tim] just looked at me and said, 'You know you're supposed to be here.' And I said, how do you know that?" Because I watched your TED talk," said Cook. "And trust me, you're supposed to be here."

She built up Apple's internal systems for running and developing retail successfully and then turned her focus to launch the Today at Apple idea of turning stores into meeting places. In 2015 she did tell the *Bailiwick Express* that: "We're just piloting some things, and I think the overarching thing is I think you can expect the stores to become hopefully a little calmer, but yet a little more dynamic, and maybe slightly more aligned to the same feeling you get when you go into our products. Because maybe the store is really just a giant product." By the time Ahrendts left the company, she had made more than \$170 million as their Retail Chief.

Ahrendts lives by this philosophy that has helped her transform every company she has worked for, "Everyone talks about building a relationship with your customer. I think you build one with your employees first, and the rest automatically falls in place."

# The Gallant Climate Warrior

Kelly Wanser is an innovator committed to pursuing near-term options for ensuring a safe climate. She is the Founder and Executive Director of SilverLining, a NonProfit Organization driving policy and innovation to ensure a safe climate within a decade. She is also the Co-Founder and Advisor to the University of Washington Marine Cloud Brightening Project to understand one possible form of climate intervention: the cooling effects of particles on clouds. Wanser also serves on the BioCarbon Engineering board -- a company using data and automation (including drone technology) to restore native ecosystems and the President's Circle of the U.S. National Academy of Sciences.

➔ Kelly Wanser was raised in Salt Lake City, Utah and Fort Worth, Texas. Her family fostered children and sponsored a refugee family from Cambodia, and believed in helping people in whatever ways they could. This intent of serving others is deeply embedded in Wanser's work to help mitigate the climate challenges that await humanity.

Wanser pursued her B.A. in Economics and Philosophy from Boston College and went on to study Philosophy, Politics and Economics at the University of Oxford. Early in her career, she served as a Corporate Strategy Consultant in London and taught Economics and Philosophy as a volunteer at St. John's College in Belize City.

She soon found herself working in the Technology and Infrastructure industry. In 2008, while working in the Technology sector, Wanser met a few scientists named Ken Caldeira, Steve Schneider, John Latham, who educated her on climate change that profoundly impacted her. She soon found herself scouting for answers to ward off climate change, and its effects on the planet. The scientists introduced her to the concept of geoengineering the climate with the possibility of cooling the climate

by reflecting sunlight through dispersing particles to increase the reflection of the sun from the atmosphere and clouds. This idea intrigued her, and she started working relentlessly on this passion project to save the world. During this period, she was part of a small community of early pioneers in the field and coined the term Marine Cloud Brightening to describe the potential to increase the reflectivity of low-lying marine clouds by injecting them with aerosols.

Soon after that, in 2009, Wanser co-founded the Marine Cloud Brightening Project at the University of Washington and hosted the first meetings of collaborators in Seattle and Edinburgh and secured a small amount of research funding to begin their work to tackle the challenges faced by a rising climate.

In 2017, Wanser testified before the United States House Committee on Science, Space, and Technology in a hearing called by Republican legislators known to dispute climate change science. The hearing was subsequently described as an unusual "rational discussion on climate change" by the committee that was seen as a huge setback for Wanser and the climate activists present. However, she was

What you do makes a difference, and you have to decide what kind of difference you want to make.  
— Dr. Jane Goodall

determined and continued to work with research teams, congressional offices and science agencies to identify research priorities and find solutions.

In 2018, Wanser founded SilverLining, a non-profit organization dedicated to ensuring that society has good options to address near-term climate risk. The NonProfit Organization engages with the research community, policymakers, technologists, civil society and people from all walks of life to advance research and innovation to ensure a safe climate.

In an effort to curb the rising emissions

in the world, she joined the Board of Biocarbon Engineering, now known as Dendra Systems, as its first Director. The company uses advanced data science, artificial intelligence, and drone automation to rehabilitate land and restore biodiverse ecosystems at scale. They currently operate in the U.K. and Australia.

In 2019, Wanser spoke at the 2019 TEDSummit that was an eye-opener to the masses. In her talk, titled "Emergency Medicine for our Climate Fever", she characterized current climate mitigation efforts as "a slow-moving

solution to a fast-moving problem" and encouraged research to "understand our options" for climate intervention technologies. Wanser went ahead and described geoengineering the climate as "emergency medicine for the earth's climate fever."

She has dedicated her life to solving the climate crisis that the human race is currently facing. She has studied every facet of climate risk in every area imaginable and authored over 20 patents giving the world a fighting chance to battle out this crisis. She has also served as an Advisor to Ocean Conservancy to

apply advanced analytical methods to understanding ocean-climate risk and finding ways to lessen the impact on our oceans. She also served as an Advisor to the Laser Inertial Fusion Energy (LIFE) Program at Lawrence Livermore National Laboratory that aims to provide energy to the world sustainably and as a low-cost alternative from fossil fuels, thereby making the shift to green energy easy and effortless.

In the words of Dr Jane Goodall, "What you do makes a difference, and you have to decide what kind of difference you want to make."



Image Credit: SilverLining

# NEWS

## Australia Plans To Build World's First Platypus Sanctuary



On Wednesday, March 3rd, Australian conservationists unveiled plans to build the World's first refuge for platypus to promote breeding and rehabilitation as the mammal faces extinction due to climate change.

The Taronga Conservation Society Australia and the New South Wales State government said they would build the specialist facility. It will include primarily ponds and burrows for the semiaquatic creatures at a zoo 391 km (243 miles) from Sydney by 2022, and could house up to 65 platypuses. Concerns about the platypus going extinct have been heightened since the once-in-a-generation wildfires devastated 12.6 million hectares (31 million acres) of the bush, nearly Greece's size, in late 2019 and early 2020.

"There is so much to learn about the platypus and we know so little," Taronga CEO Cameron Kerr told reporters. "These facilities will be critical in building our knowledge so that we don't let this iconic creature slip off the earth."

## Canada Launches Satellite Technology That Identifies 'Dark Vessels' Illegally Catching Fish

"Dark" vessels are known to switch off their location transmitters to avoid detection so they can engage in illegal, unreported and unregulated fishing, called IUU Fishing. This is a major contributor to the decline of fish stocks and marine habitat destruction, undermining legitimate fish harvesters' livelihoods.

The Canadian Government's Fisheries and Oceans Canada is in partnership with the Department of National Defense and MDA (Canada's largest space technology manufacturer, which owns RADARSAT-2). It has launched a new program that has already led to significant fines on five foreign vessels as of now.



The \$7 million Dark Vessel Detection program locates and tracks vessels using satellite technology whose location transmitting devices have been turned off, sometimes in an attempt to evade monitoring, control and surveillance.

## A Japanese Billionaire Is Searching Worldwide For Eight People To Join His Crew

A Japanese entrepreneur and billionaire, Yusaku Maezawa, is looking to take humans further into space than they've ever been before. Maezawa announced on March 2nd that he was looking for eight crew members from all over the world for a lunar mission in 2023 called "dearMoon." Registration is open until March 14th and can be completed on the dearMoon mission's website.

It will mark the first commercial spaceflight and first private spaceflight with humans beyond Earth orbit. Maezawa's project will use SpaceX's Starship to carry an approximately 10-12 person crew. The company is currently testing prototypes, all of which have exploded thus far, but the team is optimistic.

The journey, which is a little bit more than a week around the Moon and back, would



mark the first-all civilian mission to go beyond the lunar surface. "This mission we expect people will go further than any human has ever gone from planet Earth," SpaceX founder and CEO Elon Musk said.

## The Car Company Volvo To Go Electric By 2030



By the end of the decade, the only Volvo you will be able to purchase will be electric and will have the option to be bought online. The Chinese-owned carmaker announced their plans on Tuesday, March 2nd, to stop selling cars that run on fossil fuels by 2030. It is part of an accelerating trend within the industry to respond to the pressure to tackle the climate crisis by switching to greener alternatives. It also said that its new electric vehicles would only be sold online.

As part of the transition, the Swedish brand wants half of its sales in 2025 to be electric cars and the other half hybrids. That means the company will stop selling vehicles powered solely by fossil fuels just four years from now.

The company has set aggressive targets, but they reflect a growing consensus that carmakers cannot delay electric cars switching without losing customers and angering regulators.

## This Ugandan Village Is Built On Solar Power And Sustainability Principles

## Amazon Quietly Expands Its Amazon Fresh Stores During The Pandemic



Amazon recently opened its 11th Amazon Fresh grocery store in the second week of March, Bloomberg reports. It's a rapid expansion of the initiative considering Amazon only opened its first store of this type on an invite-only basis in August 2020 in Los Angeles. The company appears to be gearing up with Bloomberg reporting that it has plans for at least 28 more locations (though Amazon was only willing to confirm five of these).

Amazon's Fresh stores entail one part of the company's growing collection of retail stores. They are meant to be less

A small intentional community in rural Uganda is drawing on green technology, local resources, and old-school philosophy to create a thriving village. Okere Mom-Kok was destroyed in the 1980s during the Ugandan Civil War. It is now being rebuilt into a sustainable community housing 4,000 people. The city is based around sustainable principles like renewable energy and the sustainable harvesting of natural resources.

The village has a clinic, church, school, a nightclub that doubles as a community centre, markets, bars, and a bank.

upscale than Amazon's Whole Foods locations and more significant than its Go and Go Grocery locations. They also don't use Amazon's cashierless "Just Walk Out" technology in the US, although the company says it's testing it with a Fresh store in Illinois.

Despite the rapid expansion, Amazon's plans still trail traditional retailers. Bloomberg notes that Aldi has plans to open 100 more stores in the US this year, on top of the more than 2,000 stores it already has in the USA. Walmart has over 5,000 stores and clubs, and even Amazon's Whole Foods has approximately 500 locations.

Electricity is generated through solar energy and is available to everyone. Clean water is available through modern borehole methods, keeps the all-too-normal cholera outbreaks in the region at bay.

An expert in international development and graduate of the London School of Economics, Ojok Okello started the project with a \$54,000 investment from his pocket. The village of Okere Mom-Kok was where he had some extended family, and it was during a visit, he decided to put what he learned in university into action.

## Bitcoin Topped \$60,000 As The Rally In The World's Biggest Cryptocurrency



Bitcoin has topped \$60,000 for the first time as the stimulus-fueled rally of the past year prompts investors to ignore signs of speculative fervour.

The original bitcoin was trading at \$61,080 as of 5:35 p.m, March 15th, New York time, bouncing back at the end of February following a previous peak set that month. After President Joe Biden signed the \$1.9 trillion pandemic-relief bill into law, it's benefiting from optimism in financial markets.

After ending last year with a fourth-quarter surge of 170% to around \$29,000, the company jumped to \$40,000 seven days later. Bitcoin traded for a few cents for several years after its debut more than a decade ago.

"Bitcoin's resilience is proving to be the stuff of legend," said Antoni Trenchev, Managing Partner and Co-Founder of Nexo in London, a crypto lender. "Every correction is an opportunity to reset and restart the move upwards."

## Jane Fraser Is Hitting Refresh At Citigroup

On Monday, March 1st, Ms Fraser takes over as Chief Executive of the third-biggest bank in the U.S. Ms Jane Fraser, the first woman to run a major U.S. bank, now has the task to reinvigorate the \$2.3 trillion giant. She wants to simplify Citigroup Inc., the original megabank. Unlike her predecessors, she comes to the job when Citigroup is relatively under the radar.

She will have to juggle responding to the regulators' concerns, an expensive, multiyear project with a reappraisal of the bank's strategy. Ms Fraser has already launched a "refresh" she hopes can simplify the bank inside and out, making it easier to run and improve.

Citigroup, which once used to be the world's largest financial-services firm, struggles to keep up with competitors. While Goldman Sachs Group Inc. and Morgan Stanley are hitting new highs in market value, Citigroup's is about half of it was in 2006. It was once roughly double that of other big banks; its profit and revenue have now been lapped by JPMorgan Chase & Co. and Bank of America Corp. Just last fall, regulators ordered the overhaul of vast systems underpinning its sprawling operations, raising questions about the bank's complexity anew.

## Scientists Develop Peptides That Could Inactivate COVID By Tricking Coronavirus With A Fake 'Handshake'



Scientists have developed protein fragments, called peptides, that fit snugly into a groove on the SARS-CoV-2 Spike protein that it would typically use to infect a host cell. These peptides effectively trick the virus into "shaking hands" with a replica rather than the actual protein on a cell's surface that lets the virus inside.

Ohio State University scientists designed and tested various peptides that resemble and look like ACE2 enough to convince the virus to bind to them, an

action that blocks the virus's ability to get inside the host cell.

"Our goal is that any time SARS-CoV-2 comes into contact with the peptides, the virus will be inactivated. This is because the virus Spike protein is already bound to something that it needs to use in order to bind to the cell," said Amit Sharma, co-lead author of the study and assistant professor of veterinary biosciences at Ohio State. "To do this, we have to get to the virus while it's still outside the cell."

## Yale Scientists Successfully Repair Injured Spinal Cords Using Patients' Stem Cells



Intravenous injection of bone marrow-derived stem cells in patients with spinal cord injuries led to significant motor functions improvement, researchers from Yale University and Japan have reported. In more than half of the patients that were studied, substantial improvements in essential functions—such as the ability to walk or to use their hands—were observed within weeks of stem cell injection, the researchers report. No substantial side effects were reported.

The stem cells were prepared using the patients' bone marrow via a culture

protocol that took a few weeks to prepare in a specialized cell processing centre. The cells were injected intravenously in this series, with each patient serving as their control. Results were not blinded, and there were no placebo controls.

In many cases, the patients had sustained non-penetrating spinal cord injuries from falls or minor trauma several weeks before implanting the stem cells. Their symptoms involved loss of motor function and coordination, sensory loss, and bowel and bladder dysfunction.

## A Billboard Campaign Was Launched Promoting Empathy In The UK

Advertising billboards in parts of London carry a different kind of messaging that promotes the virtues of empathy. With billboard space selling at an all-time low across the capital during the pandemic, Brotherhood Media, an ad agency, took the initiative and invited artists and musicians to submit designs that would help spread positivity. The Gorillaz, Pet Shop Boys and Chrissie Hyde are among the artists to have contributed so far.

In Shoreditch, Camden and Bethnal Green, the latest billboards are the band's work Never Not Nothing and carry the words 'Become Empathy Machines'. "The brief we gave was simply for positivity, it could be meaningful, abstract, amusing," said Dominic Murphy from Brotherhood Media, which also designed its ads thanking the NHS. "The only rule was that it couldn't be selling anything." The agency has since committed to donating billboard sites that don't sell in future to positive causes.

## Founder Of Amazon, Jeff Bezos To Step Down As CEO This Year

Jeff Bezos will step down as Amazon CEO and become the company's Executive Chairman later this year. The transition will make Amazon Web Services (AWS) Founder Andy Jassy Amazon's next Chief Executive Officer in the third quarter.

This decision comes even as the e-commerce company reported its third consecutive record profit and quarterly sales above \$100 billion for the first time in the December quarter of 2020. Consumers turned to Amazon for holiday

shopping increasing their net sales to \$125.56 billion, beating analyst estimates of \$119.7 billion, according to IBES data from Refinitiv.

Bezos, who founded the company 27 years ago selling books online, said in a note to employees posted on Amazon's website, "As Exec Chair I will stay engaged in important Amazon initiatives but also have the time and energy I need to focus on the Day 1 Fund, the Bezos Earth Fund, Blue Origin, The Washington Post, and my other passions."

## Korea's Biggest IPO Could Turn Harvard Dropout Into Billionaire

South Korean E-Commerce Giant Coupang Corp. has filed for an initial public offering in the U.S. that could potentially raise billions of dollars to battle rivals and kick off a record year for IPOs in the Asian country. According to a prospectus filed with the U.S. Securities and Exchange Commission, the Seoul-based company revealed a surge in net revenue last year to \$12 billion, almost double the \$6.3 billion it made in 2019. It narrowed losses to a net \$474.9 million in 2020, from a loss of about \$699 million the year before.

Coupang has not specified the planned timing or size for its IPO. However, Bloomberg reported earlier that the valuation of the company could exceed \$30 billion, and the offering may come in the second quarter. The company will offer shares on the New York Stock Exchange under the ticker CPNG.

"Coupang has still much room to grow," said Jungwook Lim, Managing Partner at the Seoul-based venture capital firm TBT. "With the billions of dollars it will raise from an IPO, Coupang may keep widening the gap from its competitors."

# The Curious Brain That Sparked Genius

Chris Anderson is the curator of the TED Conference and has developed it into a platform for identifying and disseminating ideas that will help the masses grow and evolve. 'TED' is a nonprofit devoted to sharing valuable ideas from experts in their fields, primarily through the medium of 'TEDx Talks' -- short talks that are offered free online to a global audience.

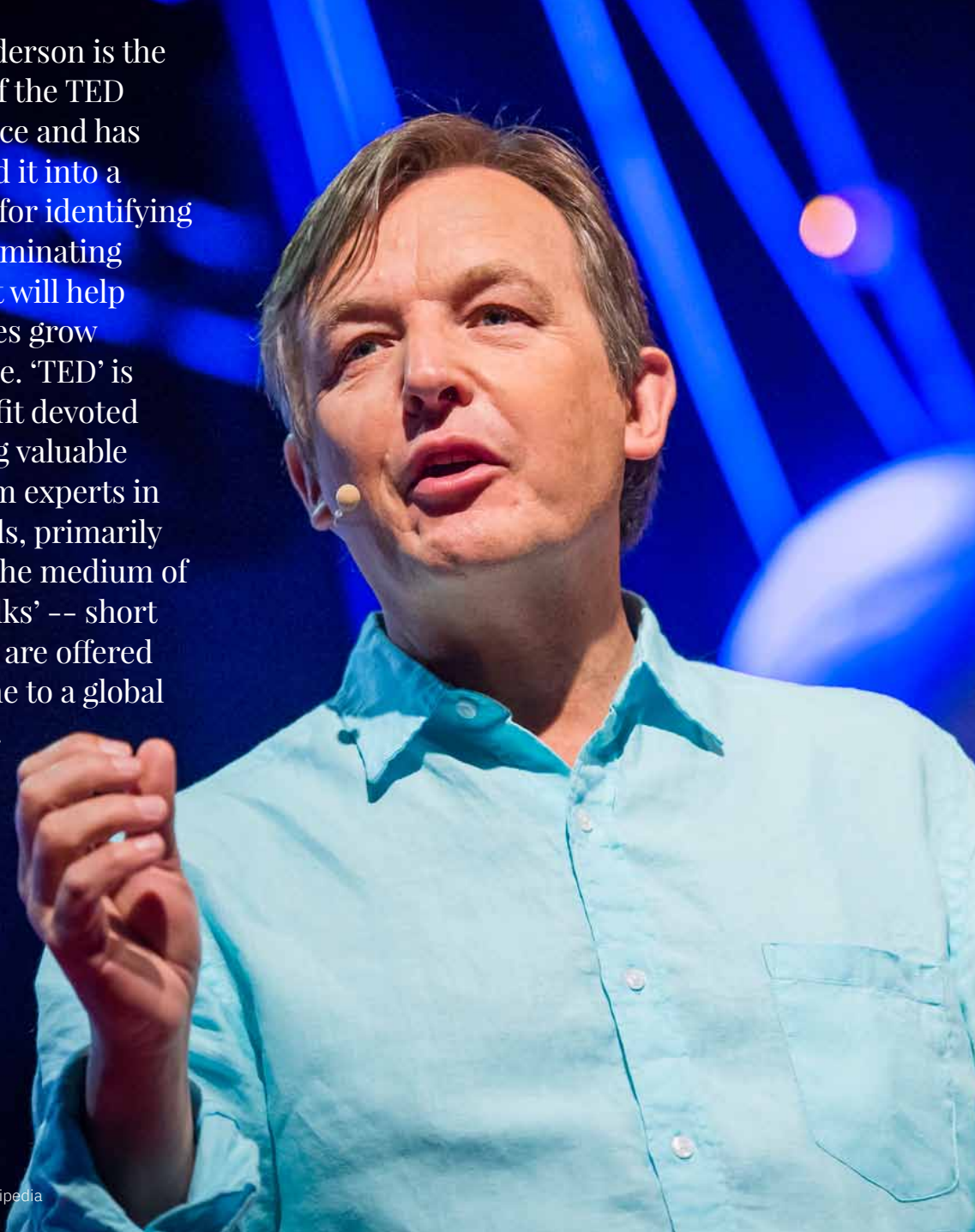


Image Credit: Wikipedia

This success gave Anderson the golden ticket to creating a private nonprofit organization, the Sapling Foundation, with the hope of finding new ways to tackle challenging global issues through media, technology, entrepreneurship and, most of all, ideas.

Chris Anderson was born in a remote village in Pakistan in 1957 as his parents worked as medical missionaries. He travelled a lot as a young boy and spent several years in India, Pakistan and Afghanistan, due to his parent's work. He studied at an American school in the Himalayas for his early education. He was then sent to a boarding school in Bath, England and secured a degree in Philosophy, Politics and Economics from Oxford University in 1978.

Anderson then began his training as a journalist, and his first job was working in publishing, including two years producing a global news service in the Seychelles Islands.

In 1984, Anderson was captivated by the personal computer revolution taking place in the UK. He became an editor at one of the UK's early computer magazines. He was determined to start his own company, and a year later, he founded Future Publishing by securing a \$25,000 bank loan. Future Publishing initially focused on specialist computer publications. Eventually, it expanded into other areas such as cycling, music, video games, technology and design, doubling in size every year for seven years.

In 1994, Anderson shifted to the United States, where he founded Imagine Media, the publisher of Business 2.0 magazine and Creator of the popular video game users website IGN. Anderson ultimately ended up merging Imagine and Future and took the combined entity public in London in 1999, under the company name, Future. It published 150 magazines and websites and employed 2,000 people at its peak.

This success gave Anderson the golden ticket to creating a private nonprofit organization, the Sapling Foundation, with the hope of finding new ways to tackle challenging global issues through media, technology, entrepreneurship and, most of all, ideas.

In an interview with Moving Art, Anderson said, "I've always been something of a dreamer and philosopher. Coming to the conference in the late nineties I thought I'd come home. It was so exciting to see people asking the same kind of questions that interested me. And I was curious about the riddle as to why so many people felt so passionately about it. And exploring the answer to that question took me along the journey to be able to acquire the company from its founder, and to dream about what it might become."

In 2001, the foundation acquired the TED Conference. An annual meeting of luminaries in Technology, Entertainment and Design held in Monterey, California, and Chris left Future to work full time on TED.

The success of Tedx Talks surprised Anderson beyond belief; he says, "When we offered TED to the world for free on the internet, we saw the talks take off and build a global reputation for TED. Surprisingly, it didn't decrease demand for the conferences, but rather increased demand. And so that got us really excited. We realized the rules had changed around what we should hold onto and what we should give away."

He followed a strategy of 'radical openness.' In 2009, he introduced the TEDx initiative, which allowed free licenses to local organizers who wanted to organize their TED-like events in different parts of the world. Almost 9,000 such events have taken place, generating

a brilliant knowledge archive of 60,000 TEDx talks that anyone can refer to. The TED-Ed program was launched three years later, which offered free educational videos and tools to students and teachers to help them learn and grow.

Anderson has always been guided by his sense of curiosity, asking questions to learn more. According to him, curiosity is, "Well, curiosity is really the gateway to knowledge. An idea is such a complicated thing and it can only happen if a certain door is opened and a question asked. Those questions are the fire that excite a mind and help put an idea and answer together. So curiosity is the question that is the start of everything."

He then went ahead and expanded the conference's range to cover all topics, including science, business and critical global issues, and also added a Fellows program that now has grown to a big family of 300 alumni.

Anderson introduced The TED Prize as his contribution to the world, which grants its recipients "one wish to change the world." The TED stage has become a platform for thinkers and doers worldwide to share their ideas and expertise, captivate, spark conversations, and encourage growth and discovery along the way.

The critical thing to note for all speakers is, "One that will really land with people, one of the key things we say to them is to bring an audience on a journey. We are trying to convey an idea from your mind to their minds. You can't do that in a leap. You have to bring them along on a journey one step at a time and gradually reconstruct the idea together."

Now you can't bring people on a journey unless they want to go on a journey. So, the way you make them want to come on the journey is to make them curious. That's often the best way to start a talk, with a question. "This thing has really been bugging me. Look at this, this and this. Why on earth does that happen? I've been puzzling this for years," says Anderson.

In the end, Anderson says, "A successful talk is a little miracle – people see the world differently afterwards."

# Best Investment Options In 2021



While 2020 can be described as volatile at best, there are chances that 2021 might unfold the same way. Given the uncertainty, what's the best bet to secure your future? Invest smartly in the right options to accumulate your wealth over the years. If you received a recent stimulus check payout or expect a bonus soon and do not require this money for any near-term expenses, investing it would be a smart option. Rather than having the money sit in a savings account, that would deplete your savings with the rising cost of inflation.

However, with some stocks at astronomical valuations with the high risk involved, what moves should investors consider taking in 2021? A mix of safer investments and riskier, higher-return ones is an excellent way to go.

## 1. Stocks

We cannot be too sure which direction the stock market will inch towards in 2021, but investing in stocks has always been a high-risk game coupled with high returns.

However, it would be best if you were very selective while investing in a

company. As observed in the S&P 500 and the NASDAQ 100, the tech stocks have seen a significant boom in recent times. If that sector moves in a downward spiral, it can drag the significant index down with it. It would be wise to spread your investments across various sectors to safeguard your investments, so you do not take a bad hit if the tech sector does.

If you are a heavy investor in the S&P 500, a large cash position will allow you to invest in emerging sectors if the general market declines.

## 2. Rental Housing

This can be an excellent investment if you have the willingness and time to manage and monetize your properties. With the mortgage rates hitting an all-time low recently, it is the perfect time to purchase a new property. However, there are a few drawbacks as the unstable economy may make it harder for tenants, and they may be more likely to default due to unemployment.

But the good news is that over time your assets will grow, and your debt will decrease, which will lead to a significant cash reserve after your retirement.

## 3. Short-term corporate bond funds

Corporations raise money in several ways, including by issuing bonds to investors. These bonds can be packed into bond funds that own bonds issued by potentially hundreds of corporations, reducing the overall risk.

The average maturity of short-term bonds extends to a period of one to five years. This makes it less susceptible to interest fluctuations. It is a safer bet for investment options if you are scared to take the plunge into stocks.

Corporate bond funds are an excellent choice if you are looking for cash flow to reduce your overall portfolio risk but still earn a return nonetheless.

## 4. Municipal bond funds

These funds invest in several different municipal bonds, or munis called, issued by various state and local governments. The earned interest is generally free of federal income taxes and may also be exempt from state and local taxes, making them particularly attractive in high-tax states.

To find the ideal investment type for you, you can consult with a financial advisor, but you may want to stick with those in your state or locality for additional tax advantages.

Municipal bond funds are significant if you are a new investor as they offer diversified exposure without analyzing individual bonds. They're also suitable for investors looking for cash flow with low risk.

### Conclusion

In 2021, it has become evident that constant change is the only way forward and along with that comes financial instability. Since stressing over your finances won't help solve anything, instead, your best strategy is to plan your investments well that will minimize your losses and give you better control over your cash flow that will ultimately lead to significant improvements in your life in the future.

# Online Collaboration Tools For Virtual Teams



- Good security and safe data transfer.
  - Many apps can be integrated into it.
- Cons:**
- The Slack app on Windows consumes a lot of RAM

## 2. InVision - Design Collaboration App

**Pricing:** Team- \$100 (Unlimited projects, up to 5 team members)

**Description:** InVision is one of the most comprehensive suites of design software on the market. It has very high ratings on TrustRadius and got an 8.5. It is used by remote teams like Treehouse, Help Scout and Trello. The feature, InVision Freehand, is a digital whiteboard that enables you to wireframe, plan, design presentations, and give and receive feedback between designers members.

- Pros:**
- Clickable prototypes with multiple screens.
  - Easy upload due to integration with software like Sketch.
  - Easy to access basic CSS code from graphic elements.

**Cons:**

- Limited prototypes in terms of functionality

## 3. GitHub - Software Development Tool

**Pricing:** Team - \$4 per user/month

**Description:** The ideal app to help designers and developers work together with ease to produce quality digital products.

It helps in hosting and reviewing code while also managing projects to build new software. GitHub is ideal for remote team collaboration. It is also the highest-rated platform for developers, with 9 out of 10 on TrustRadius.

**Pros:**

- Powerful UI for creating a pull request
- Collaboration/Auditing: It's easy for multiple team members to work on

the same project and merge changes seamlessly

- Industry Standard: virtually all major open-source projects use GitHub.

**Cons:**

- Conflict management is not

## 4. Trello - Project Management Tool

**Pricing:** Business Class- 10\$

**Description:** Trello is the ideal project management tool with a simplistic style and excellent performance. It helps remote teams increase their productivity by visualizing what needs to get done and aggregating feedback from the whole team.

The good part about the app is that it does not require much information, that it becomes a time suck. It is ideal for fast-paced startups.

Trello's simplicity makes it highly flexible, resulting in hundreds of unique ways to use the software. For example, Help Scout's support team uses it to track product issues, updates, and requests.

**Pros:**

- Prioritizes tasks using colour codes
- Efficient drag and drop interface to move tasks
- Allow integration with third-party software to automate notifications to select employees.

**Cons:**

- Lower storage limit.

### In Conclusion:

The apps listed above will enable you to work and communicate effectively with your team to build and grow more robust relationships. As David Rabin, VP of Global Commercial Marketing at Lenovo, said, "There is nothing more important in a group remote project than casual communication. Not just official emails and work updates, but the ability to sit back and chat."

# From Somalia To Founder Of Lumachain - The Journey Of Jamila Gordon



Image Credit: Lumachain

One of Australia's leading tech leaders, Jamila Gordon, is the CEO and Founder of Lumachain. Gordon received Microsoft's global Award in the 2018 International Women's Entrepreneurship Challenge (IWEC); she was the first Australian to receive this honour. She currently sits on the board of Questacon, Australia's National Science and Technology Centre.

The company sent Gordon to its research and development base at Gateshead near Newcastle in England. A short while after, Reading in London, she customised and configured its software for British Gas. She was also transferred to Dubai, doing work in similar lines at Emirates Airlines.

Jamila Gordon was born in a remote village in Somalia. Growing up, her family was poor, but she remembers a childhood full of kindness and happiness fondly. "My mother had 16 children, two died young and I was the second oldest. I was expected at a very young age to help my mother," she said in an interview with CIO.

Gordon acknowledges that she owes her life to her father, who is a master of thinking on his feet. He had the foresight to shift his family out of Somali before the Civil War broke out in 1991, or they would have faced imminent death at the hands of armed rebel forces looking to overthrow the Barre regime.

Despite escaping imminent war, Gordon's resilience was tested every step of the way. Her family soon became scattered worldwide as refugees. At 18 years, she ended up in neighbouring Kenya with some distant relatives she had never met or heard of before. Gordon spent less than a year in Kenya during that period and described it as the most challenging time in her life.

"I was in limbo, I had made a lot of good friends, the Somali relatives really didn't want me there because they didn't have enough money or means to take care of the young woman who didn't have anywhere to go back to. It was the hardest thing I have ever done, I was

moved between different houses with relatives and friends, mainly Kenyan friends," she said.

Encountering incredible odds at every junction, Gordon was finally on the right path when she met an Australian backpacker who got her to Australia, where they soon got married. She, however, found herself struggling to learn the language and enrolled to study an English course at the St George TAFE in Sydney. She took up a job washing dishes at a local eatery for four days a week for \$5 an hour to support herself. She always dreamed of receiving a university degree, especially after meeting a girl who got an excellent job at the Australian Taxation Office. "I came from a culture where women didn't work so to watch this young woman finish university and get a job at the ATO was inspirational. I wanted to be exactly like her."

She pursued her passion and studied Bachelor of Accounting at La Trobe University in Melbourne, and this is where she stumbled upon her love for IT and Programming. "I had one programming elective and I fell in love with it. A lecturer at the university said 'you're obviously good at programming, just follow your passion!'"

Her expert skill to cut code landed her the job opportunity at QSP Software as a Software Developer in 1995. Her entrance test required her to answer a logic and algorithm test in which she scored full marks to secure the job.

The job came with several benefits, including an opportunity to travel the world; this was Gordon's dream from the start. "All my life I wanted to travel. When I was at university, I watched my friends go on holidays and I never had the means to do it," Gordon said.

The company sent Gordon to its research and development base at Gateshead near Newcastle in England. A short while after, Reading in London, she customised and configured its software for British Gas. She was also transferred to Dubai, doing work in similar lines at Emirates Airlines.

She then returned to Australia after being headhunted by QSP Software customer, insurance company GIO.

Gordon was headhunted again by IBM Global Services, where she eventually joined as a Senior Project Manager. She spent the next six years of her life at Big Blue in Senior Program Delivery roles in Nice, France; AXA Insurance in Paris; and ABN Amro Bank in Amsterdam in the Netherlands.

## Diversity On The Board

Gordon did the AICD's Company Directors Course before she joined the council. She learnt an important lesson that the board played a crucial role in setting an organisation's culture. Gordon is adamant that having a diverse panel will only produce a more positive and collaborative culture.

"It is crucial that a board be made up of people whose thinking is informed by different experiences, backgrounds, and areas of expertise," she says. "This diversity allows the board to help the business to come up with better strategies, to ask better questions and to better reflect the diversity of its customers." Gordon is a big advocate for diversity and feels room for improvement across the board — particularly in the tech industry.

She then went on with her next adventure, founding the company Lumachain, a concept that she is very passionate about. Lumachain brings transparency to global supply chains that benefit producers, enterprises and consumers. Their platform tracks and traces the origin, location and condition of individual items in a supply chain, in real-time, from farm to fork. This incentivises farmers and manufacturers to create high-quality, ethically-produced products.

She's described her journey rising in the IT and digital ranks and finally found her own company as "wonderful" despite facing what she describes as "some pretty awful behaviours along the way".

In conclusion, she said, "When I've had setbacks, I've always been able to put them in perspective ... I always make sure no matter what that I am on top of my brief and I understand my space. But I do want to see things change to a point where women can genuinely play on a level playing field to men."

# The Man Who Deciphered YouTube

Kevin Allocca is a world-renowned Author and Technology Professional and is currently the Head of Culture & Trends at YouTube. He tracks widespread video phenomena and manages to trend content initiatives. Allocca is YouTube's expert on the intersection of web video and global culture and is often cited in the press on subjects of virality, popularity, and digital creativity. His TED Talk on "Why Videos Go Viral" has been watched over 2 million times, and he has been a keynote speaker at festivals and industry events all over the world.



Image Credit: Kevin Allocca website

When he started working at YouTube, he would spend two to three hours a day watching YouTube videos for work, but now Allocca watches it in a very specific way. He says, "I know what I'm looking for." Even so, he still watches four or five hours a week – but only the weirdest, wackiest, most beautiful stuff that is catching the world's attention. "I like to say that I have every 15-year-old's dream job."

Kevin Allocca was born and raised in Florida and identifies himself as a nineties kid. His typical day as a kid started with waking up to watch Ninja Turtles on Saturday mornings, tuning in to MTV to figure out which bands he was supposed to hate or like and renting movies from Blockbuster Videos. Allocca said in an interview with iNews, "Media had become more influential than ever thanks to the growing reach of radio and television, but participating in it required a lot of money."

Allocca was fascinated by the Media industry and decided to pursue a Communication and Film Studies degree at Boston College. He started his career as a Producer/ Production Assistant and eventually stumbled upon Media due to his exceptional writing skills. He was offered the Associate Editor position at The Huffington Post and then became the Editor at MediaBistro.com.

He was then offered a job as the Trends Manager at YouTube in 2010 that took his career into an exciting new trajectory. He recalled in his interview with iNews, "When I started my job tracking trends at YouTube in 2010, the first thing I noticed was that nothing seemed to make sense: the most popular channel starred a 16-year-old boy with a sped-up, high-pitched voice; the biggest pop star in the world (Justin Bieber) had got his start because of some videos he recorded in his bedroom; and somehow at the same time, Barack Obama had been dubbed "the YouTube President". Something big was happening. But it was chaos. My job as the platform's first "trends manager" was to figure out what it all meant."

As Allocca explained in his new book, *Videocracy*, the random, unpredictable mess he first encountered in 2010 was the logical product of our new creative freedom in this era of self-expression.

When he started working at YouTube, he would spend two to three hours a day watching YouTube videos for work, but now Allocca watches it in a very specific way. He says, "I know what I'm looking for." Even so, he still watches four or five hours a week – but only the weirdest, wackiest, most beautiful stuff that is catching the world's attention. "I like to say that I have every 15-year-old's dream job."

Allocca said in an interview, "My personal experience exploring the trends, communities, and talents on YouTube has often been like my own version of the double rainbow. And, oh my God... It's so intense..."

He continued, "The first time I stumbled across the "Double Rainbow" video (officially titled "Yosemitebear Mountain Double Rainbow 1-8-10"), I'd yet to start a career in YouTube video watching. I took a holiday from my job as a news

reporter to teach at a high school summer acting camp.

While Bear had posted the video in January 2010, it hadn't taken off until six months later, when the talk show host Jimmy Kimmel shared it on Twitter: "my friend Todd has declared this the 'funniest video in the world' – he might very well be right."

Allocca explained his understanding of the giant online video-sharing platform, YouTube, "I've seen how YouTube's underlying technology amplifies the impact we can have on our culture as individuals by measuring and responding to how we use the technology – and how it renders obsolete so many of the factors that have historically limited how our ideas spread, like geographic location or economic status."

YouTube was designed to be democratic, allow people to "Broadcast Themselves", and connect viewers to whatever videos or channels they would most likely watch. The site quickly became the web's #2 search engine, and by 2015 more than 400 hours of video were being uploaded every single minute from all over the world.

Allocca and his team have turned YouTube into a giant culture engine whose parts are consistently broken, improved, and replaced by every person who uses it.

Hee said, "But the ways we interact with video affect society on a more fundamental level as well. How we obtain and spread knowledge – and share our immediate experiences – has become more personal and direct, influencing the way we see the world and one another."

When niche passions and interests drive programming, seemingly small communities can come to have a considerable influence on our lives. The entertainment we consume can reflect more profound, less conscious needs that often go unacknowledged in our media, a concept that YouTube understands and has embraced.

In conclusion, Kevin Allocca believes, "Tastemakers, creative participating communities, complete unexpectedness - these are characteristics of a new kind of media and a new kind of culture."

# Change Your Mindset For Success



**S**uccess, happiness, wealth and prosperity are all about mindset. What you think, you ultimately become. If that is true, then it becomes nonnegotiable that we learn how to deliberately cultivate a mindset that will allow us to create a life we truly desire.

## Here are five time-proven suggestions:

### 1. Gratitude will transform your life

What we think about becomes a reality. This is the foundational principle for many books that have been written about the power of thought. Do you want to multiply the blessing that you currently have? The easiest way is to be thankful for them. The simple practice of introducing gratitude every morning before you wake up, and before you go to bed will transform your life into one of happiness and positivity. If you would like to read more about this practice,

you can refer to the book 'The Magic' by Rhonda Byrne that will take you through the process step by step and help you use the power of gratitude in your life.

### 2. Make your self-talk positive

The conversations you have with yourself directly reflect how highly or lowly you think of yourself. If you constantly find yourself immersing in negative self-talk, take a deep breath and change your perspective—an easy way to configure your thoughts to positivity is by saying positive affirmations every day. You can start by telling yourself, "I can do this" or "I got this", and then move on to the things you want to accomplish.

### 3. Identify & Overcome your Mental Blocks

We all have certain limiting beliefs, such as, 'I am a procrastinator' that holds us

back from reaching our full potential. Most of these mental blocks are created during childhood and absorbed into our subconscious minds without our knowledge. When faced with challenging experiences, those feelings of insecurity and doubt linger on and become our default filter for reality.

Identifying and overcoming these specific mental blocks is one of the most effective ways to transform your mindset completely. If you are interested in learning more about these, you can check out Tony Robbins' blog article on 'How To Get Over A Mental Block'.

### 4. Determine the mindset you need and act as if

For every goal you want to achieve, the best way to start your plan of action is to pick a mindset to follow through on that goal. Identify people who have completed their goal and try to understand what mindset helped them achieve it.

### 5. Surround yourself with positive-minded people

The people whom you surround yourself with dramatically impact your life. It's like what Jim Rohn tells us: "You are the average of the five people you spend the most time with."

Take a moment to reflect on your circle; who are the people you spend the most time with? Do they elevate you or bring you down? Do they motivate or drain you?

The good thing about being around positive minded individuals, who have a habit of chasing their dreams and believe in taking responsibility for their lives, is that you will be inclined to grow in a positive direction as well.

In conclusion, I will leave you with a quote Henry Ford to ponder upon, "Whether you think you can, or you think you can't – you're right,"

# Four Easy Steps To Stay Motivated When You Feel Stuck In A Rut

No one in the world has encountered success without stumbling upon failure and disappointment. Feeling stuck is a natural path of life. It is only when you feel stuck that you can be sure you are close through a breakthrough, and with perseverance, you will achieve success. But how to push through these barriers of resistance that make us lose motivation and deep dive to the losing end? The path to success is simple, but it is paved with discipline and perseverance.

Here are four simple yet effective ways on how to stay motivated and enthusiastic while being stuck:

### 1. Visualize your success

Psychiatrist Jeffrey Ditzell, D.O., wants you to fall in love with the vision that you wish to create for yourself. If your goal isn't something that gets you excited to push through and conquer your fears, it's challenging to remain motivated. An easy way to feel good through the journey is by visualizing the result and how you will feel when your vision materializes. Picture those happy emotions and feel them in your body. This will help you push through and change your perspective about the journey.

### 2. Give a positive purpose to your goals

"When we have a negative mindset towards ourselves, it is difficult for us to stay motivated because we soon get stuck in a negative cycle of thought," says Hanna Stensby, a licensed

therapist. "Focusing on your identity and your self-perception with a lens of self-compassion is a great way to stay motivated."

Despite how challenging the goal may seem, you need to know that it will all be worth the trouble and effort. Changing your mindset is key to materializing your goals because if you say you can't do it, you better believe you will not achieve it in reality.

### 3. Break large goals into digestible micro-goals.

Most psychologists advise breaking your bigger goals into smaller achievable ones. In this way, you will be motivated at every step of the way and learn to enjoy the journey and not just the end result. It also provides a good plan of action and enables you to prep your mind for the goal you wish to achieve.

### 4. Celebrate your wins

This might sound cliché, but it's a trick that works. Celebrate every small goal in your plan; that's a sure shot way to be happy and know that you're heading in the right direction. Somedays, we struggle, and on other days we thrive; it's all part of a trial and error process. But most of us only tend to acknowledge the days when we struggle. It is more important to celebrate the days where we did well and feel good about ourselves. Psychiatrist Jeffrey Ditzell says, "This is an opportunity to reinvest and recoup the energy in each milestone in order to set up and fuel the next round."



### In Conclusion:

Winston Churchill summarized the beauty of failure and feeling stuck meticulously; he said in one of his famous quotes, "Success is the ability to move from one failure to another without loss of enthusiasm."



Image Credit: Virgin.com

# The Adventures Of An Entrepreneurial Spirit

Richard Branson is an English Business Mastermind, Philanthropist and Founder of the famous Virgin Group. He is a serial entrepreneur that has turned all the low points of his life into lessons that have helped him rise to perfection and master the art of business. Ever since he was a small boy, Branson always had the entrepreneurial drive in him. He always had a good eye for spotting opportunities and turning them into profitable businesses which he still does to this day.

This marked Branson's first step into the business. Branson monetized the magazine by selling ads to local companies and mailing records to students who purchased the magazine.

## How it all began:

As a kid, Branson was diagnosed with Dyslexia. He soon found himself struggling and decided to drop out of school. At sixteen he started a magazine called 'Student'. In an interview, Branson revealed, "Well I started Student with £100 that my mother gave us after she found a necklace on the road near

Shamley Green. After three months of no one claiming it from the police station they told her she could have it. She knew we had no money so she came up to London, sold it for £100 and gave it to us."

This marked Branson's first step into the business. Branson monetized the magazine by selling ads to local companies and mailing records to students who purchased the magazine.

Within a year of launching the magazine, Branson discovered his drive for entrepreneurship and launched Virgin Records, a recording label and studio. Within a few years, some of the industry's biggest names such as Sex Pistols and Rolling Stones signed under the label making the brand a hit. At the young age of 23, Branson was officially named a billionaire.

However, Branson did not stop at Virgin Records; instead, he continued to build his empire bit by bit. He launched the Voyager Group in 1980. Shortly after that, he founded a travel company in 1984 and started the world-renowned airline Virgin Atlantic.

His idea to launch the airline came to him when Branson had planned a trip to the Virgin Islands to meet his girlfriend in his late twenties. However, the final flight to the island was cancelled due to some reasons. He was keen on making the trip, so he thought about chartering a plane to get there, but the trip was too expensive. Branson started exploring options in his head and came up with a solution. He found a board nearby and wrote the following on it: 'Virgin Airlines \$29'.

Other stranded passengers who wanted to go to the island bought tickets from him, and he used the collected sum of money to charter a plane to the Virgin Islands. Branson named the aircraft that took him to the island 'Virgin Airlines', which inspired him to start his airline 'Virgin Atlantic'. In 1993, Richard Branson founded Virgin Radio, and soon after, in 1996, he launched V2, his second record company.

Branson then decided to set foot in the aerospace industry with Virgin Galactic's launch, a spaceflight company in 2004. At the launch, Branson announced that his new company would license the Spaceship One technology funded

by Paul Allen, Microsoft's Co-Founder, and designed by Burt Rutan, the well-renowned American Aeronautical Engineer.

Virgin Galactic aims to take people into space for as low as \$200,000. The level of trust in Branson's group can be seen in 2014 when more than five hundred people had already bought the tickets for the trip.

Today, more than four hundred companies operate under the Virgin Group's banner, the group owned by Richard Branson. Present across the globe in almost all continents, Branson's companies are spread across various sectors such as aerospace, Music, retail, publishing, hospitality and fitness.

Branson says, "Our main aim has always been to make a difference in whatever market we are breaking into, we appreciate what the customer wants and always deliver an extremely high standard of product and service. We launched Student magazine because we didn't like how things were done and it was aimed at giving young people a voice on key issues such as the Vietnam War. We have used that attitude to grow the Virgin business into the Music industry, Aviation, Trains, Telecoms and now Healthcare. Virgin has always stood for: quality, value for money, innovation, competitive challenge and fun."

Branson treats his business empire like a family rather than a hierarchy. They are empowered to run their affairs with shared ideas, values, interests and goals. The company's motto is to give birth to new Virgin companies and encourage them to progress as they gradually become full-fledged Virgin family members. The charismatic entrepreneur is always looking for an exciting business to fund. On the company's website Virgin.com, there is even a section to submit new and exciting business ventures that Branson might consider pursuing.

In an interview with EU Start-ups, Branson said, "I've always been passionate about supporting entrepreneurs; they are the lifeblood of innovation and challengers of perceptions. I'm proud of the work we do at Virgin companies around the world to help make sure the entrepreneur community continues to thrive."

# Unravelling The Unconscious Bias

Smita Tharoor is the Founder of Tharoor Associates, a training, coaching, and organisational development company that understands the importance of Unconscious Bias. She is a Thought Leader on Unconscious Bias, Keynote Speaker, Trainer and Coach who understands the importance of stories – both personal and corporate- and their role in defining an organization's identity and practices. She was the recipient of the "Global Diversity Leadership" Award at the 2017 World HRD Congress.



Image Credit: Tharoor Associates

➔ Tharoor was born in India and grew up in several cities, including Bombay, Calcutta and Delhi, although she has her roots in rural Kerala. Tharoor said in her famous podcast, titled, Stories of Unconscious Bias, "We take our upbringing for granted and it was only with the benefit of hindsight I realised how lucky I was.

She did not know Vidya Balan; she had never even met her before. However, that statement hit a note and got her thinking about why she had felt that way; what was in the upbringing that had influenced her. She had unconsciously believed this and had fought to go into the kitchen all her life. During the lockdown, she realised that she could cook if she wanted, and in fact, it did not demean her, she recalled.

Growing up in pluralistic India taught me the value of tolerance and the appreciation of accepting differences."

She pursued her Bachelor's in English and Psychology from the University of Rajasthan. She then moved to London after her undergraduate degree in the '80s with a firm sense of her own identity and a belief that the world is an accepting inclusive place. It was only through sharing stories that she realised that she genuinely had an accepting, liberal, non-judgemental, secular upbringing. She considered herself lucky as "There was very little in my backpack that was influencing me unconsciously. I was very fortuitous."

When she first arrived in London, she began working as an Area Personnel and Training Officer at Granada Leisure. She moved through various positions like Adult Education Teacher, Recruitment & Training Officer, Management and Leadership Consultant before finding her true passion and simplistically redefining the Unconscious Bias.

Tharoor reveals her journey to the Position of Founder of Tharoor Associates today; she said, "I fell into a learning and development job and quickly realised that employees cannot learn and change without some level of self-reflection. Understanding our own Unconscious Biases is key. We are defined by our narrative, our personal story, our experiences. These have an impact on how we make judgements and form opinions. Often, that's just fine, but every once in a while, we make snap conclusions that have a negative outcome either for the other person or ourselves. Just one particular experience can lead to a lifelong belief."

She felt it was purely by luck that she chanced upon the path of entrepreneurship. She recalled the incident that led her on this part, "My boss at the time told me he was retiring and would mentor me so that when the time came, I could apply for his job. That was an epiphany. Rather than being thrilled, I realised I didn't want his job. Coincidentally, a friend of a friend was owning a company that was failing. He knew of my expertise in cultural & behavioural change and organisational

development. He offered me the project and there was no looking back."

Since the inception of her company, Tharoor Associates, in 2009, she has heard and shared some beautiful stories from incredible people across the globe. These stories were all shared in the context of better understanding our Unconscious Bias. She recalled as she heard every story shared by her recipient, "As I heard them, I realised that other than some obvious cultural differences, we all have very similar experiences." She was so overwhelmed by these stories that she wanted to share them with a broader audience, so she decided to start a podcast series.

The revelation struck about the podcast series when in April 2020, at the peak of being locked down in Delhi, she read an interview with Vidya Balan. She talked about lockdown and lessons learned and, in the interview, she said she hated cooking because she always felt that cooking was demeaning and not part of being a successful woman, said Tharoor in an interview with The Telegraph.

She did not know Vidya Balan; she had never even met her before. However, that statement hit a note and got her thinking about why she had felt that way; what was in the upbringing that had influenced her. She had unconsciously believed this and had fought to go into the kitchen all her life. During the lockdown, she realised that she could cook if she wanted, and in fact, it did not demean her, she recalled.

That led to the critically-acclaimed actor of films such as Kahaani becoming the launch episode of Season 1 of the brilliant podcast series, Stories Of Unconscious Bias. Since then, there has been no looking back for Tharoor, with 28 interviews spread across various industries and different parts of the world.

Ultimately Tharoor feels, "To begin a real process of change, we have to look at our own Unconscious Bias and move away from these potentially damaging patterns of behaviour. Assumptions are internal; we carry them around like a backpack on our back. Before any change can be made in any relationship, we need to look into our backpacks."

# Employee Appreciation: Simple Ways To Show Your Employees That They Truly Matter



For many of us, a large portion of our days is spent at work; in fact, the average person will spend 90,000 hours at work over a lifetime. Statistics revealed that an average human spends 1/3rd of their life at work. If we spend so much of our time at work, shouldn't we strive to make it a place we look forward to visiting every day instead of living for the weekends? As a leader or as an organization, it is our responsibility to create a haven for our employees. They will perform at their peak only when they know they are valued, appreciated and motivated to keep outperforming themselves.

## 1. Go above and beyond to help them personally

Merely assisting your employees with work-related issues does not suffice any longer. A great leader should keep his eyes open for ways to help out with personal problems as well. Companies are revisiting their culture and transforming to inculcate care and consideration for their employees like never before. Increase in parental leave, bereavement leave, and even period leaves are being offered by companies like Zomato.

Another excellent example of this can be seen at Apple, where the mothers are given four weeks of paid leave before delivery and 14 weeks after. At the same time, the non-birth parents get six weeks of paid leave,

## 2. Add gratitude to the agenda.

Studies show that consistent gratitude practices within the workplace have the power to transform the entire culture of an organization. When employers show appreciation regularly, employees report increased well-being, stronger relationships with coworkers, and increased job satisfaction.

Bensussen Deutsch & Associates, LLC. (BDA) was placed among WA's 100 Best Companies to Work For in 2017. The company achieved this status as they worked hard to show appreciation daily and not just when they achieved an extraordinary feat in their career. "Employees applauded their company for taking the time to care for and appreciate them through more than just yearly bonuses, creating opportunities for teams to connect and refuel through office events and activities," reported Seattle Business Magazine.

## 3. Find ways to make your workplace happier

"Broadcasting a compliment makes both the giver and the receiver happier," Bock wrote in his book: *Work Rules!: Insights from Inside Google that Will Transform How You Live and Lead*.

Find ways to bring out the positive emotions in the employees of your organization that will eventually start reflecting on their work. Google is a great example of this.

Google's former Senior Vice President of People Operations created what he called a "Wall of Happy." Laszlo Bock developed an online tool called thanks, where employees could publicly thank one another for outstanding contributions or even small things they appreciated. He would print out those kudos and tack them up on a sign outside his office for all to see.

## 4. Give public recognition for a job well done

This can be done by creating a unique hashtag to appreciate your employees on social media channels, like KFC's version of Employee Of The Month. Some companies have gone beyond that, such as Disney that does a marvellous job expressing their appreciation for their employees. Disney has created the #castcompliment social media recognition program that allows customers to recognize Cast Members via Twitter.

For an added personal touch, if a Cast Member's name were included in correspondence from customers, Lee Cockerell, the former Executive Vice President of Operations, would make a copy of that letter and send it to the Cast Member along with a unique pin he had designed. He also recognized Cast Members for a job well done by writing a short note in the weekly employee newspaper, the Main Street Diary, or making a simple phone call.

**In conclusion**, as rightly said by David Novak, Executive Chairman of Yum! Brands, "People leave when they don't feel appreciated. That's why we've made recognition a really high value. Our business is people-capability first; then you satisfy customers; then you make money." Looking after our employees' needs is a foolproof way to succeed and reach new avenues of growth.

# The Impact Of Artificial Intelligence On Business



Forum cites that automation will supplant about 85 million jobs by 2025. However, the organization says there is nothing to worry about since its analysis anticipates the future tech-driven economy will create 97 million new jobs. Currently, approximately 30% of all tasks are done by machines—and people do the rest. AI can make remaining jobs more productive and create new ones. The Global Services Location Index found that, on average, one new automation management position is created for every four jobs that automation replaces.

One reason AI is hitting the mainstream is its increased availability and ease of adoption. Leading technology firms now offer a variety of AI-based applications and AI-as-a-service. Most of these offerings use natural language processing and image analysis accessed through simple application programming interfaces (APIs), so no deep AI expertise is required.

AI has also now replaced digital personal assistants that translate speech in real-time, chat and engage with customers, analyze sentiments in text, and even create news articles.

## 2. The online B2B customer experience will get more accessible and more effective

Anyone who shops online as an individual consumer has gotten used to an easy and enjoyable experience. That raises the expectation for the online business-to-business (B2B) experience and looks and feels similar to the business-to-consumer (B2C) model. As B2B firms seek growth, they want more effective and efficient interfaces to drive sales and customer value by improving the entire customer journey and making it as user friendly as possible. Consequently, B2B companies reimagine the customer experience beyond a traditional focus on one-way sales and marketing and explore new ways to make it happen.

## 3. AI Smart Building Tools

AI has a seemingly endless array of use for business. Let's start at the office itself. Companies can now utilize AI tools to employ 'smart building' techniques to track their offices' energy usage for improved efficiency. For example, AI-based innovative building tools allow leaders to turn off all office facilities that are not utilized at night and on the weekends and do so remotely. They can analyze energy usage month-to-month to catch differences as well. With practical AI tools in place, they can better access analytics and forecasting tools and methods to uncover ways to keep costs down.

## 4. Cybersecurity has improved defences against breaches and attacks

High-visibility data breaches, including those at Facebook in 2019, make risk-based and multi-factor authentication must-have forms of cybersecurity. Risk-based authentication works in the background to assess whether a person attempting access is authorized. Multi-factor authentication requires users to present two pieces of evidence that they are legitimate. Combined, these measures are a strong barrier against breaches.

Beyond breaches, system-wide attacks on critical national infrastructure are expected to grow in the coming years. Among the technology that can combat attacks is AI and machine learning (ML), which can help automate currently labour-intensive, repetitive threat-detection tasks. It will not be a cure-all, but it will boost threat detection and free staff to focus on other things.

**In conclusion**, we would like to leave you with a quote by Amit Ray, AI Scientist, Author of *Compassionate Artificial Intelligence*, "As more and more artificial intelligence is entering into the world, more and more emotional intelligence must enter into leadership."

As the world is slowly advancing towards Artificial Intelligence (AI), we can see incredible changes shaping up the workforce and business in general. AI holds vast potential to unlock discoveries we haven't yet conceived, including cutting out repetitive tasks from our lives and helping us speed things along. One of the most significant factors of AI has to be the time saved. The adoption of AI will only continue to grow as business leaders continue to understand why investing in AI tools will remove unnecessary work from their plates.

## Here are four areas where we think AI will impact the most:

### 1. Artificial intelligence used to automate boring tasks

After years of experimenting with artificial intelligence, companies are now deploying robust AI-based systems. The impact on the workplace will be substantial. The World Economic

# The Master Of Transformation

Tony Robbins is a global premiere “performance coach,” a job that entails not just selling people life coaching seminars instead selling people dreams, faith and the confidence to fulfil their dreams and live life on their terms. He serves as a leadership consultant to numerous clients like Bill Clinton, Oprah and Princess Diana. It is a unique career path he carved out for himself.



Image Credit: MoveMe Quotes

➔ Robbins grew up in North Hollywood, the oldest of three siblings. His parents were divorced when he was 7 years old. His mother was a drug and alcohol addict and would physically abuse them. In his interview with Business Insider, Robbins said, “I had to protect my brother and sister, so I became a practical psychologist just out of necessity.”

While he was in high school, he became fixated on what separates the popular kids from the rest, the wealthy from the poor, the haves from the have-nots, so to say.

Take the opportunity to learn from your mistakes: find the cause of your problem and eliminate it. Don't try to be perfect; just be an excellent example of being human.

At the age of 17, Robbins worked several jobs, including working as a janitor and helping people move on the weekends to make extra money to support his family. During one of the moves, he was taking a break and, out of sheer curiosity, still fixated on his question, asked the landlord on site, who was also a family friend, “My dad said you used to be such a loser, and how come you're so successful now?”

“Only a kid can say that stuff,” Robbins said with a laugh during his interview with Business Insider, “and the guy looks at me and goes, ‘Your dad said what?’”

The landlord, in turn, told him he turned his life around when he visited a Jim Rohn Seminar, which he described as “a man takes everything he's learned in 20, 30 years of his life, and he pours it into like four hours.”

It daunted him that he could probably do the same for himself and asked if the landlord could get him into an upcoming seminar for free, to which the landlord said he could but wouldn't since Robbins wouldn't value it. Robbins was making \$40 a week at that time, and a ticket to the seminar was \$35.

“I made this big decision to spend a week's pay to go to this event, and I sat there and I was mesmerized,” His first Jim Rohn seminar was a stroke of revelation in young Robbins life that completely changed his life's trajectory.

At that time, Robbins made a firm resolve to meet Jim Rohn and work under him. He found Rohn's approach captivating, and it captured what he was trying to get from life at that point in his life and drove him to achieve his dreams and find his purpose in life.

Robbins eventually approached Rohn to work for him and soon became his protégé. He ultimately became a speaker, but he found difficulties in finding his approach to the audience. At that moment, he worked long hours and felt like his career was heading nowhere. Robbins soon gave up and believed that he would live in poverty as his parents did. Shortly after that, he told Rohn about his predicament and was offered life-changing advice by his mentor that altered his mindset. Subsequently, Robbins focused on seeking new

approaches that would attract his audience.

His coaching approach was a more personalized version of what Rohn. It was high energy and was influenced by theories from behavioural psychology he studied. Robbins honed his technique on the road through hundreds of seminars across North America, and by the time he was 26, he was a millionaire with a bestselling book.

Through his books, audio programs, health products, live events, and personal coaching, he has helped more than 50 million people in more than 100 countries. He is very passionate about helping others in need and believes that if an individual has economic opportunities, they should give something in return.

As a philanthropist, he has partnered with Feeding American, an organization that provides meals to people in need through a network of 200 food banks. He has provided millions of meals and extends an open invitation to others to join the organization to help people in need.

As a motivational speaker, Robbins later increasingly focused on financial success and tailored his services specifically to entrepreneurs, business owners, and wealthy people. His most notable general event was an annual six-day gathering attended by thousands of participants, each paid thousands of dollars for a seat.

Accenture has named Tony Robbins as one of the top ‘50 Business Intellectuals’. He has also been honoured by the Harvard Business Press as one of the top ‘200 Business Gurus’. The American Express named him one of the ‘Top Six Business Leaders in the World’, and Fortune Magazine named him the ‘CEO Whisperer.’ Forbes called him one of the ‘Top 100 Celebrities,’ and the International Chamber of Commerce has named him one of the ‘Top 10 Outstanding People in the World.’

One of his famous quotes is, “Take the opportunity to learn from your mistakes: find the cause of your problem and eliminate it. Don't try to be perfect; just be an excellent example of being human.”

# The Mastermind Behind Queer Kid Stuff

Lindsay is the Founder and CEO of Queer Kid Studios, a multimedia production company based in Portland, Maine, with queer-focused, intersectional all-ages media. She is an LGBTQ+ activist and digital creator, a true pioneer in queer and children's media. Lindsay is also a Creative Resident at SPACE on Ryder Farm, a TED Resident and was named a Rising Star by GLAAD, a Queero by them.us were a Webby Honoree. She secured grants from the Made in NYC Women's Media Fund, the Awesome Project and VidCon's Emerging Creator program for her breakthrough in queer media.

➔ Lindsay Amer was born and bred in New York City and hailed from a Jewish family. In a blog titled What, Should We Do, Amer revealed her struggle growing up as a queer kid, "I definitely struggled growing up queer. My family is and always has been very accepting and liberal, but being gay or queer wasn't really something I thought I could be. It was OK for other people to be gay, but it took me a really long time to see that it was something that I could be, too. I had a particularly hard time with it in high school and ended up coming out later in college."

Lindsay developed a keen interest in theatre at Friends Seminary in Middle School, which continued throughout Upper School. The inclusive spirit which infuses Lindsay's work was nurtured at Friends Seminary. "Friends was instrumental to me in making me believe that I had a voice...I think Friends was really important in my early years of moving toward becoming an activist."

She then went on to Northwestern to study theatre, focusing on young audiences' performance and gender studies. During this time, they pooled all of their interests together, which, to a stroke of her sheer good luck, ended up being queer storytelling for children. Her passion for the cause began to bloom from here, and she continued her education.

Lindsay achieved her MA in Theater and Performance from Queen Mary University in London. While studying abroad, she transformed her feelings of homesickness into a creative catalyst and watched her works turn into inspirational projects. "I watched a lot of queer YouTubers and found that this was a great platform."

During her journey to bringing queer stories to the mainstream theatre, Lindsay encountered several obstacles; that's when she turned to YouTube as the channel offered a space that she could define for herself. Soon after that, Queer Kid Stuff was launched.

Lindsay started Queer Kid Stuff because she saw a gaping hole in children's media and media in general around queerness. The Law of Marriage equality had just been passed, and the world was still figuring out how queer people fit into the larger culture.

In her blog interview, Amer discloses how she was drawn to younger audiences and how educating the masses became her life's mission, "I've been working in theatre for young audiences since I was in undergrad. I have my degree in theatre and gender studies, and I wrote my thesis on queer storytelling in theatre for young people. Then I got my master's in theatre and performance studies, where I continued refining that speciality. I used to work at a preschool, and now I teach music to young kids. So I've spent the better part of the last six-ish years working at the intersection of media-slash-storytelling, early childhood development, and gender studies."

The channel received praise from various noteworthy places including, The Huffington Post that called Queer Kid Stuff a "groundbreaking YouTube educational resource." Teen Vogue praised their episode on consent during the height of #MeToo that "shows exactly why there's no excuse not to grasp consent. Even toddlers can understand it." Even @shondarhimes took to Twitter to express her praise for Lindsay, she's "so here for this!"

This popular and groundbreaking web series has served as a resource for people of all ages and helped define a space that didn't exist a few years ago. "The biggest secret is it's not for kids; it's for everybody. People use it to tell their grandparents about their gender identity. I feel I have filled that gap to a certain extent in the grassroots space," says Lindsay

However, every yin has yang, and she received much criticism for creating a platform to educate people. Through the years, she has learnt to pay no heed to their baseless concerns; Lindsay says, "At this point, honestly, I try to ignore them. I have a great therapist, and taking care of my mental health is a top priority. And staying connected with my community is really helpful; it reminds me that I'm not alone in dealing with this, whether it's other online creators or my friends and family. I definitely get scared; we're living in a really scary time. But we can't let that stop us."

In the future, Lindsay hopes to bring about a world where conversations around gender identity are more nuanced and normalized. She will continue to work to bring about media that represents a multiplicity of perspectives. "I'm working on moving into television and how to do queer storytelling and media for all ages...I have big, bold dreams."

I'm working on moving into television and how to do queer storytelling and media for all ages... I have big, bold dreams.



Image Credit: lindsayamer.com

# Creating A Workforce With Future Skills

With the advent of Artificial Intelligence, many of our skills will be redundant in the future. The World Economic Forum calls this change the Fourth Industrial Revolution, characterized by a “fusion of technologies that is blurring the lines between the physical, digital and biological spheres.” In short, technology is disrupting nearly every industry at a pace that has never happened before.

Research suggests that skills generally have a “half-life” of about five years, with more technical skills at just two and a half years. The short shelf-life of technical skills requires a continuous re-skilling effort to stay relevant. According to the Chief Learning Officer Magazine, business leaders and learners need a completely new model for thinking about skills, which fosters thinking about emerging questions and problems.

**Here are the top five skills that you should try to grow in your employees and search for in your new recruits:**

## 1. Growth Mindset

The top skill to have in your employees in 2021 is a growth mindset. Employees need to be self-motivated and have a vision for their growth in the company with a curious mind for learning. Things are constantly changing, and the way our employees work needs to reflect those changes as well.

## 2. Critical Thinking

Critical thinking will be a crucial ability as we move ahead in a post-covid world. Businesses will continue to face adversities that test them at every step of the way; this will require employees to be innovative and agile in their approach and have practical communication skills with their team members.

## 3. Resilience, Curiosity

The year 2021 has brought three skills to the table that every employer wants to see in their employees; resilience,



curiosity and adaptability. Your employees should be good learners who can easily adjust to new things in this disruptive business landscape and have the strength and grit to overcome all obstacles and succeed.

## 4. Agility

Agility is going to be a critical skill in 2021. All leaders have learned from the previous year that we need to be agile and try to teach all our team members this skill. As we enter 2021, we are on an all-new journey. “Finding candidates that have comfort with change and ambiguity will help you, and them, get off to a good start,” says Jennifer Marszalek, Working Credit NFP. The ability to be comfortable with ambiguity and function within grey areas will be of utmost importance in the years to come.

## 5. Thriving In A Virtual Environment

With the advent of remote working, employees who work well in a virtual environment will benefit the company. Contenders for remote roles should demonstrate how they have been able

to stay visible and productive in a virtual world. Visibility can include offering up a robust skillset, collaborating across teams, leveraging tech tools, offering impeccable responsiveness, aligning with key business priorities, promoting team success, and more.

## 6. Learn, Unlearn and Relearn

Professional skills and jobs that were in demand some decades ago are no longer needed. And many jobs are likely to disappear in the next 20 years. Letting go of the past and adopting new ways isn't always easy. But as human beings, we need to learn, unlearn and relearn to keep pace with the rapidly changing world and technology.

### In Conclusion:

To stay ahead in the fast-changing talent landscape, employers should evaluate their current workforce needs, their skills within their existing employee talent pool to seek out candidates that best fit their job skill set as well as these critical skills. In the end, we are only as good as our team.

# Turn Your Stress Into Your Best Asset

Every person experiences stress frequently, and when we take into account a leader or an entrepreneur, that number can double or even triple. How do the top CEO's in the world function when they have decisions to make every second, plan out-of-the-box strategies and think of new ways to adopt innovative trends to give them an edge over their competitors?

We have narrowed down a few tips from leading psychotherapists that will help you turn your stress into your best asset when used correctly.

## 1. Label the stress: Good v/s Bad

Research in neuroscience has shown that labelling thoughts help regulate emotion and promote insight during stress and emotional upheaval.

A simple way of doing this would be to identify what type of stress we are experiencing. Is it good, or is it bad? The easiest way to differentiate is our body's response to stress. Good stress promotes growth in mind, body and spirit and motivates you to chase your dreams. Ups and downs are guaranteed in life, but this stress strengthens us to fight and emerge victorious in all our battles.

The bad stress is when we let go and lose control of our lives. We get demotivated and do not perform to our optimum capabilities. We need to confront and change those beliefs; the simplest way to do this is by autosuggestion, as Napoleon Hill suggested. Try using affirmations with statements of short term or long term goals as though they are already achieved. Read it aloud twice a day, before going to bed and when you wake up in the morning with full faith and positive emotions to back your claim to transform it into reality.

## 2. Take a walk

A study published in 2018 showed that even a short bout of walking of just 10 minutes could improve mood in adults



when compared to no activity at all. Researchers also noted that a short bout of meditation had the same effect.

Step away from work, unplug all gadgets and take a walk. Physical activity may help boost the production of your brain's feel-good neurotransmitters, called endorphins. Although this function is often referred to as a runner's high, any aerobic activity, such as a rousing game of tennis or a nature hike, can contribute to this same feeling.

It reduces the adverse effects of stress. Exercise can provide immediate stress relief for your body while imitating the effects of stress, such as the flight or fight response, and helping your body and its systems practice working together through those effects.

## 3. Make time for self-development

“People that look after themselves [and practice self-care] do have better cognitive ability. They do have better focus and they do have better concentration,” Dr Russell Thackeray, a licensed clinical psychologist who

consults on the topic of productivity, told Trello.

The best way to overcome stress is by making time for self-development. Every self-development book brushes upon the concept of taking care of the body, mind and spirit. Since we all have busy lives packed with tight schedules and last-minute meetings, the best way to find time for ourselves is by waking up one hour early every day and dedicating that time solely for ourselves.

During the one hour, take time to meditate, pray, express gratitude for all the good things we often fail to acknowledge, journal all thoughts, emotions, say your affirmations with full faith backed by positive emotions, catch up on reading that book that has been lying on your side table and end with a refreshing session of exercise that pumps you for the fantastic day that is laying ahead of you.

In the end, all have is the present, in the words of Oprah Winfrey, American Talk Show Host, “Breathe. Let go. And remind yourself that this very moment is the only one you know you have for sure.”

# GLOBAL **Leaders** TODAY

*A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others. He does not set out to be a leader but becomes one by the equality of his actions and the integrity of his intent.*

*— Douglas MacArthur*

Share your inspiring leadership stories with us at [editor@globalleaderstoday.online](mailto:editor@globalleaderstoday.online)

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