

GLOBAL Leaders TODAY

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TOP CX LEADERS SHAPING THE CUSTOMER HAPPINESS JOURNEY



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Head of Happiness Research and Policy Design, HappinessMatters.org

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Global Leaders Today



Craig Lee
Strategy & Transformation Director, Customer Experience Group



Kristina Vaneva
Employee Engagement and Employee Experience Professional



From the Editor

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

In this edition, we partnered with the prestigious Customer Happiness Awards, an initiative to recognize the most effective customer happiness strategies in organizations that consistently deliver customer happiness. The event will take place virtually in October, rewarding the efforts of companies in the sector.

We also have featured prominent leaders 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, motivate and encourage others to reach their full potential.

We have dug deep to source and find content that can truly add value to you and your business with articles such as How To Create A Thriving Social Media Presence For Your Start-Up to ways to boost your inclusion and diversity by the following the example of the renowned hotel chain, Marriott International.

I would like to thank the team at Global Leaders Today for their efforts in putting together a compelling edition. We hope we can continue adding value to your lives.

Warm Regards,
Sherlyn Gomes
Editor at Global Leaders Today

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GLOBAL Leaders TODAY

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NEWS

The Trevor Project Recognized Lil Nas X For His Efforts In Suicide Prevention



The Trevor Project, a NonProfit Organization that primarily serves LGBTQ youth in crisis, has decided to give Lil Nas X their inaugural Suicide Prevention Advocate of the Year Award. The honour is meant to recognize someone using their platform to help normalize conversations about suicide prevention and mental health among LGBTQ young people.

The 22-year-old rapper and singer, who rose to fame with his record-breaking hit Old Town Road, came out as queer in 2019 after promising himself he would 'die with the secret.' Since then, he has offered his fans candid glimpses of how he simultaneously experienced meteoric success and depression and suicidal feelings.

"I often get messages from fans telling me about their struggles with depression and suicidal thoughts, and it made me realize that this was something bigger than myself," Lil Nas X said in a press release at The Trevor Project. "If using my voice and expressing myself in my music can help even one kid out there who feels alone, then it was all worth it."

Australia To Pay Paralympic Medallists The Same Bonuses As Olympians In A First



The Australian government has announced it will give Paralympics Australia extra funding to close the bonus pay gap for those para-athletes winning medals at the Tokyo Games. The Australian Olympic Committee rewards Olympians with prizes of up to \$20,000 for reaching a podium. However, para-athletes don't get anything from Paralympics Australia (PA), which doesn't have the funds to give out bonuses.

The discrepancy had been highlighted to a broader audience during this tournament after AFLW player and Olympic rugby sevens champion Chloe Dalton launched a campaign to fund bonuses and provide parity for Paralympians. Speaking in parliament on September 2nd, Scott Morrison, Australia's Prime Minister, said the achievements of Australia's Paralympians – who had won 60 medals so far, including 13 gold – were of national significance and should be recognised in the same way as the Olympians.

Morrison said: "I'm very pleased to announce that the government will provide additional support to Paralympics Australia to ensure our Paralympic medallists will receive equivalent payments to our Olympic medallists,"

China Has Imposed A Lockdown On A City Of 4.5 Million As Delta Surges Again



After detecting a dozen coronavirus cases, China locked down the southeastern province of Fujian, a city of 4.5 million people, in an attempt to halt a delta outbreak and maintain its strict zero-tolerance approach to the coronavirus.

According to the city's almanac, residents of Xiamen, a coastal city and

a manufacturing hub for electronic components from companies including ABB Ltd. and Schneider Electric SE, were banned from leaving other than in exceptional circumstances. All villages and residential compounds were closed off, while leisure venues in the tourist city - including gym, bars, cinemas and libraries - halted operations, city officials said at a press conference on Monday night, September 13th.

The latest outbreak, which has yet to escape the Fujian province, includes 103 cases in three cities thus far. The first cases were detected in two students from local schools through routine testing. Their father, who returned from overseas in early August, was also infected and considered the likely origin.

Apple Will Pay For Texas Employees To Travel After The Abortion Ban

On Friday, September 17th, CEO Tim Cook spoke about the company's plans to support Texas employees affected by the state's new abortion law, known as the 'heartbeat' bill. During an all-staff meeting broadcasted to 160,000 Apple employees worldwide, the tech giant's CEO noted that the company's medical insurance would come into effect to help cover the costs incurred by workers who need to travel because of Texas' abortion law restrictions.

The state law came into effect in early September, prohibiting most abortions after a heartbeat was detected in the fetus, as early as six weeks into a pregnancy. The law will also pay legal fees of a minimum of \$10,000 to anyone who sues someone, like an insurance professional or a medical practitioner, who 'aids or abets' an abortion once a heartbeat is detected.



Cook also said Apple was looking into helping with the legal case against the abortion law in Texas. The Biden administration has also sued Texas over the ban. A federal hearing is scheduled for October 1st to consider a temporary block to the abortion ban. Apple is one of the more prominent tech companies taking a position in Texas politics concerning reproductive rights.

Britain's Tesco Joins The Refillable Revolution With Their In-Store Trial

Tesco, Britain's biggest supermarket group, has launched a trial on Monday, September 13th, allowing customers to buy drinks, food, beauty products and household items in reusable packaging, which is part of their strategy to cut plastic waste. The British have become increasingly aware of the amount of plastic they use in recent years, with documentaries such as naturalist David Attenborough's 'Blue Planet II' highlighting the disastrous effects of plastic pollution on marine life. In response, consumer goods groups and supermarket chains are increasingly testing refills in a drive to cut single-use plastics.

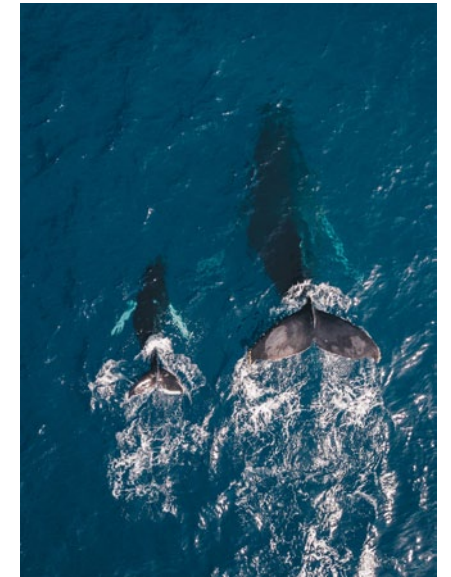
Through a partnership with the global reusable packaging platform, Loop, customers in 10 Tesco stores in eastern England will be able to buy products in



reusable packaging that can be returned to stores when the product is over to be cleaned, refilled and used again.

A range of 88 products will be offered in the store, including brands such as Heinz Ketchup, Coca Cola, Unilever's Persil laundry detergent and Radox shower gel, PZ Cussons' Carex handwash, Fevertree drinks, Brewdog beer, Tetley Tea, as well as 35 Tesco own-brand essentials, such as pasta, rice, sugar and oil.

Blue Whales Make An Appearance In Spain's Atlantic Coast After A 40-Year Gap



The world's largest mammals, Blue Whales, have returned to Spain's Atlantic coast after an absence of more than 40 years. The first one was sighted off the coast of Galicia in northwest Spain in 2017 by Bruno Díaz, a marine biologist. He heads the Bottlenose Dolphin Research Institute in O Grove in Galicia.

Another one was spotted in 2018, another the following year, and then in 2020, they both returned. Just last month, in August, a different specimen was spotted off the Islas Cíes, near O Grove. Díaz said it was not yet clear whether the climate crisis was leading the mammals to change their habits and return to an area where they were hunted almost to extinction previously.

"I believe the moratorium on whaling has been a key factor," Díaz said. "In the 1970s, just before the ban was introduced, an entire generation of blue whales disappeared. Now, more than 40 years later, we're seeing the return of the descendants of the few that survived."

Michelin Moves To Award More Plant-Based Restaurants



This year, the gourmet judges at Michelin have awarded 57 vegetarian and 24 vegan restaurants globally with their highly coveted stars. 2021 is the first year an ONA for Origine Non-Animale (animal-free origin), a vegan restaurant in France run by chef Claire Vallée was awarded a Michelin star. Based in Arès, near Bordeaux, Vallée is a former archaeologist and self-taught chef who decided to go vegan after a trip to Asia. She crowdfunded and started her restaurant in 2016 because mainstream banks told her that the future for veganism and plant-based food was ‘too uncertain.’

Michelin first granted a star to a meat-free restaurant in 2019 to a celebrated French chef, Dominique Crenn. Atelier Crenn, her three-star restaurant in San Francisco, has three Michelin stars. That year, she announced that all of her restaurants would officially commit to being meat-free but would serve sustainable seafood. Her reasoning for the shift was to help the environment.

“Meat is insanely complicated — both within the food system and the environment as a whole. Local and sustainable fish and vegetables are just as, if not more, versatile — and delicious,” Dominique Crenn said in a statement.

More Farmers In Canada Convert To Organic With The Help Of The Support Organic Change Fund

Canada is the sixth-largest organic market globally, with a booming \$8.138 billion in annual sales.

Yet, despite the tremendous production growth, demand keeps outpacing supply in Canada. In response to surging domestic and international demand, the Canada Organic Trade Association (COTA) launched the Organic Conversion Support Program in 2019 to support livestock producers and farms as they convert their operations to certified organic to meet this global demand. The program is privately funded by sponsors Mill Street Brewery and Seeds of Change.

The program assists future and present organic producers financially with the added costs incurred while transitioning to organic farming by reimbursing for certification costs up to \$1,000. Almost a record 8483 acres were converted into organic farming land through the assistance of this program over the past two years. The Support Organic Change Fund is working tirelessly to meet the demand for more organic products by



leveraging and incentivizing farmers to make the switch.

“Other countries have a fully funded organic transition program by their federal government and our goal is to show the Government of Canada that you can easily motivate more farmers to adopt best management practices to help mitigate climate change by assisting them during their transition phase. We hope that Agriculture Canada takes note of the success of this program and adopts a nationally funded program,” said Tia Loftsgard, Executive Director of the Canada Organic Trade Association.

Harvard University Will End Investment In Fossil Fuels



Harvard University plans to end its investments in fossil fuels, the school’s president said on Thursday, September 9th, drawing praise from divestment activists who had long pressed the leading university to exit

these holdings. In a letter posted on Harvard’s website, Lawrence Bacow, School’s President, said the school’s endowment had no direct investments in fossil fuel exploration or development companies as of June and will not make such investments in the future “given the need to decarbonize the economy.”

The university’s indirect investments in the fossil fuel industry “are in runoff mode,” he added. The indirect investments were made through private equity funds and make up less than 2% of the endowment, Bacow wrote.

Recently valued at about \$42 billion, the most in any university, the school’s endowment has been under fire for years from alumni, students and other activists to sell their fossil fuel holdings as a way to slow climate change.

General Motors To Invest \$50m In Detroit Education, Jobs And Neighborhoods



General Motors makes plans to invest \$50 million by 2025 to help improve access to employment opportunities, education and city neighbourhoods in Detroit. The automaker said on Tuesday, September 14th, that they are working with the city on the initiative, and the funding will go through Detroit-based nonprofits.

Grants announced on Tuesday include \$1 million to support employment, health and well-being resources; \$1.25 million to connect residents to an extensive digital support system that provides for devices and internet connectivity; \$750,000 to provide critical literacy education for students at two high schools and to support adults at a family literacy centre and \$1 million to address transportation barriers for workers;

“This is our home and we’ve been here since 1911,” General Motors Chair and Chief Executive Mary Barra said in a statement. “To be able to give back and work with the mayor as we continue to really transform this city is something General Motors is very committed to.”

In A First, Top Beef Supplier Approve Methane-Busting Feed Additive That Reduces Gas By 55%



In response to global warming concerns, the world’s largest beef exporter has approved the sale of a feed additive that reportedly cuts methane emissions from beef and dairy cattle. Regulators in Chile and Brazil have granted full market authorization for Royal DSM’s Bovaer to be given to cows, goats, and sheep, the company said in a statement.

The methane-reducing additive obtained its first approval after a 10-year collaboration named Project Clean Cow.

Its success in 48 scientific trials on farms in four continents across 13 countries and peer-reviewed studies were published in various scientific journals.

“A beef trial with Bovaer at Sao Paulo State University (UNESP) in Brazil conducted in 2016-2017, showed enteric methane emission reductions up to 55%, which highlights the potential for radically more sustainable cattle farming in Latin America to further lower their carbon footprint,” said Mauricio Adade, President DSM Latin America.

Alexandria Ocasio-Cortez Brings ‘Tax The Rich’ Message to New York’s Elite



Alexandria Ocasio-Cortez, Progressive Democratic Congresswoman, used the Met Gala, one of the buzziest events in the New York calendar — to make a political statement by wearing a dress with the message splashed across the back: TAX THE RICH. The gown was designed by Aurora James, Founder of New York shoe and handbag line Brother Vellies and the Fifteen Percent Pledge, which ask retailers to dedicate 15% of their shelves to products made by black-owned businesses.

The annual event at New York’s Metropolitan Museum of Art is the haunt of designers, celebrities, billionaires and various other members of the jet-set that are willing to pay \$35,000 a pop for the privilege to attend. According to Daniel Weiss, the Met’s President and Chief Executive Officer, the benefit, which raised a whopping \$16.75 million, pays for the annual budget of the Costume Institute of the Museum.

“We need to have a conversation in this country about working families,” Ocasio-Cortez said when asked to comment on her dress and its message.

Exclusive Interview

Jatin Deepchandani

Founder & CEO of Plan3Media

- The group that hosts the prestigious Customer Happiness Awards



About CHSA

Launched in 2018, CHSA is an annual, cross-sector event that brings together CX experts, business leaders and happiness evangelists under one roof to discuss and debate all aspects of delivering Customer Happiness. In the last two years, CHSA has attracted thought-leading speakers from customer-centric organizations like Microsoft, KPMG, Careem, Oracle, Accenture Strategy, Nissan Motor Corp, RAKBANK, Majid Al Futtaim, Landmark Group and more.

Customer Happiness Awards was born around the time when Dubai sought to improve its happiness index in all aspects, starting from businesses to employers to being a happy nation as a whole. Emphasizing this need to promote happiness in all sectors, Jatin says, "I had the idea to start an event that focused explicitly on Customer Happiness."

"While there are events dedicated to Customers taking place in the UAE, they focus on one particular aspect, for instance, either on Customer Experience, Customer Engagement or Customer Service. While what I intended to do was to get all these verticals together under one roof," he added.

In the past two editions, the event has created waves in the Customer Happiness Industry, with a series of power-packed sessions in the conference where top professionals exchange best customer happiness practices from their respective companies. Jatin says, "During the event, we also have a Roundtable Discussion with the top executives from the UAE and from the world in the Customer Happiness Segment. Here, we discuss the unique approaches taken by their respective companies to advance the goal of customer happiness while

keeping in mind the various verticals of the broad spectrum topic."

This Roundtable Discussion is on an invitation-only basis, thereby providing tremendous value to the professionals that take part in the discussions offering unique insights into customer happiness that can significantly add to the value of their organization. He continued, "We intend to create a white paper from these discussions in the future that could serve as a guide within the customer happiness industry."

Diving deeper into the impact the event has had over the years, he says, "We have organized an event that is truly authentic while approaching the topic of Customer Happiness." He continued, "This is evident in various factors including the rising number of participation we have every year, most of our Jury Members have been with us since the advent of the event and lastly, every stakeholder, whether it is a Jury Member, Sponsor or Participant knows that you win solely on merit, not because you're a big brand or the scale or size of your business. Ultimately it all comes down to if you or your brand have a great story to tell, we want to listen and we want to celebrate it."

Talking about the third edition of the prestigious event, Jatin says, "This year due to the pandemic, we have

Open Message From
Jatin Deepchandani

I would like to extend an open invitation to all the readers of Global Leaders Today that if you are passionate about Customer Happiness, please get in touch with us. We are trying to create a powerful brand within this great industry and we are happy to collaborate with passionate individuals as speakers, jury members, advisors and much more.

added various award segments that will highlight companies that have thrived during adversity. For instance, we have CH in Times of Crisis, which will be awarded to an organization that has shown agility in adapting to more contemporary, innovative ways to continue serving its customer needs, especially in the constrained times of pandemic crisis. This award recognizes the organization that has demonstrated resilience and managed survival in tough times while showing empathy to the customers' unique needs." It is an initiative to celebrate companies in the UAE who have shown exemplary commitment to Customer Happiness, especially in one of the most turbulent times witnessed by the world.

His future plans for the event entail an entire week of Customer Happiness that would highlight one vertical of Customer Happiness each day. Jatin says, "By doing this, we can dive deep into the segments and find innovative methods to improve each of these verticals, thereby tremendously increasing customer happiness at large." He added, "Going ahead, we would also like to introduce our white paper on the event with the innovative methods discussed at the Customer Happiness Awards to benefit those who did not have the opportunity to take part in the event."



SPONSORS & PARTNERS



FINALISTS



Top CX Leaders Shaping The Customer Happiness Journey



Jury Members



Jeevan D'Mello
CEO, Zenesis Corp

Professionally trained as an Architect, Jeevan is the pioneer of the Community Management industry in the Middle East. He is popularly known as the 'Father of Community Management in the Middle East' and has managed some of the most iconic communities in the UAE and the tallest tower in the world, Burj Khalifa. He has served as the Chief Customer Officer for Emaar Properties PJSC looking after over 45,000 customers. A winner of multiple awards around the world, he recently won the prestigious 'Customer Service Award' for 2020 in Milan, Italy.

He is the co-author of several bestselling books and a sought-after speaker on the international circuit. He also serves on several international and local boards including the Rotary Club of Dubai which is focused on humanitarian services.



Hani Masgidi
CEO, Info Media Consultant LLC

Hani is the CEO of Info Media Consultancy, a sought-after public speaker and entrepreneur with 22+ years of extensive experience with Business Operations, Strategy Development, CRM, Customer Experience Management, Customer Happiness, Sales, Marketing, Social / Digital Media Marketing and Team Management.

He has worked in leadership positions in illustrious organizations like Aw Rostamani Holdings, Nakheel, Etisalat, and more. He is a dynamic and resilient expert with integrated business skills on building strong relationships at all levels of business, with diverse services & products towards attracting, retaining & delivering Customer Happiness.



Dr. Louise Lambert
Head of Happiness Research and Policy Design, HappinessMatters.org

Based in Dubai, Dr. Louise combines the best of science and positive psychological practice towards the attainment of better life, academic and organizational outcomes. As a Canadian registered positive psychologist who develops, delivers and evaluates training and intervention programs, she also has several peer-reviewed publications, some of which have been featured in RAND Corporation and World Happiness Reports.

Her research/work includes emotion detection and AI, positive design for architects, positive education programs for schools (and teachers), the development of character strengths for greater employment outcomes for youth, and the use of positive psychology interventions for greater subjective well-being in the workplace. Since 2015, Dr. Louise has been the Editor of the Middle East Journal of Positive Psychology. She is also the author of the first regional textbook in positive psychology and general psychology. For more, see www.happinesstmatters.org



Dr. Debbie Stanford Kristiansen
General Manager, ASM Global

As an accomplished leader with more than 25 years of experience in the entertainment, events and hospitality industries, Debbie is a CEO with an extensive understanding of public, government and private organizations. Since taking on the role of the CEO of NOVO Cinemas in 2013, Debbie has worked with her Executive team to bring Novo Cinemas to new heights, from a standard cinema experience to an innovative entertainment hub through strategic partnerships, technological advancements, new experience offerings and alternative content opportunities for consumers.

Under Debbie's guidance, further expansion throughout the GCC will see Novo Cinemas enter the newly opened Saudi Arabia cinema market. The impact of Debbie's leadership is reflected in the multiple awards that have been conferred to her. In September 2018 Debbie was crowned 'Female CEO Of The Year' by CEO Middle East Magazine and named as one of the 12 Women of Substance 2018 by Khaleej Times. In 2019, she has been named one of the Top 30 most influential women in the Arab World By Arabian Business and #5 of Top 50 Women in Global Cinema by Celluloid Junkie, Box Office Magazine in collaboration with the industry Trade body UNIC.

Jury Members



Craig Lee

Strategy & Transformation Director, Customer Experience Group

Craig Lee helps organisations improve business results by challenging the way they think, relate and emotionally engage with customers. He helps drive customer centricity and reshapes customer experiences across multiple touchpoints. He has a unique understanding of brands, customer needs and behaviours and what this means in the delivery of practical, deliberately designed and profitable customer experiences. Craig has worked on customer-centred change in the financial services, telecoms, luxury retail, technology, education, hospitality, healthcare and travel sectors.

He advises and coaches globally on customer experience, employee engagement, integrated marketing and bringing brands to life. He is an international keynote speaker on customer experience and business transformation. Craig is currently the Customer Experience Director at Activate Experience and more recently Craig held the position of Customer Experience and Brand at Emirates. He is also a co-founder of TribeCX. He holds an Industrial Psychology degree from the University of Stellenbosch, South Africa.

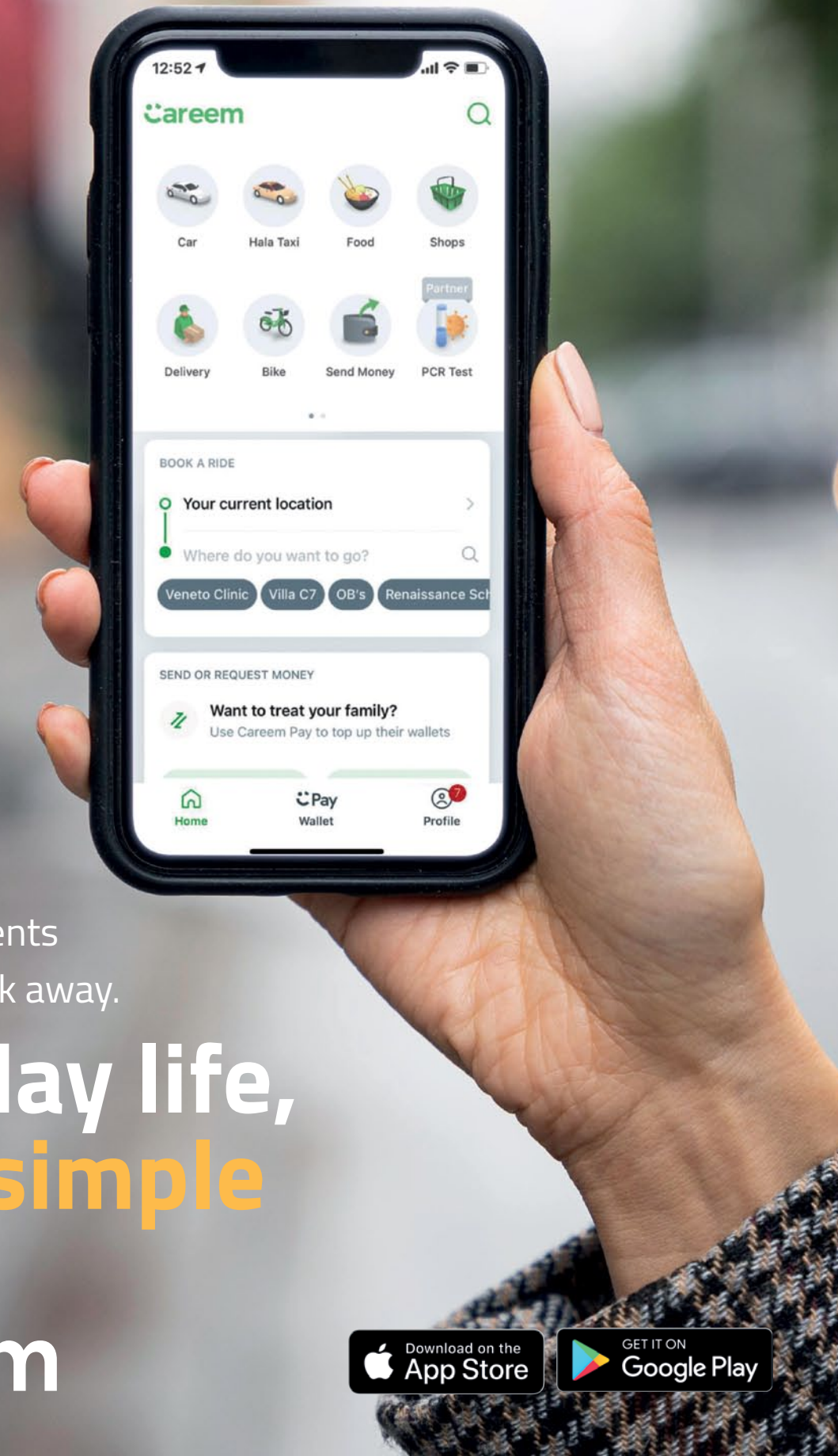


Kristina Vaneva

Employee Engagement and Employee Experience Professional

Kristina is a multiple industry award-winner of accolades related to employee experience (eX). With over 14 years in the field of HR- employee engagement and internal communication, she is on a mission to create hope and positivity and to encourage happiness at the workplace and in people's lives. She is an accomplished results-oriented, multilingual professional, who is highly regarded for driving employee engagement and happiness. Kristina also specializes in reducing employee turnover rates and identifying and capitalizing on key opportunities to drive positive organizational change.

She is a dedicated leader with a proven history of developing and deploying impactful communications strategies directly aligned with business goals and objectives. Her passion lies in creating innovative rewards and recognition programs and social events. Kristina holds a Master of Science in Applied Positive Psychology and a Master of Business Administration in Telecommunications. She enjoys scuba diving, dragon boating, cycling, nature walks, reading, visiting art galleries/museums, and solving 'escape room' challenges.



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Ensuring Justice For Rape Victims In Somalia

Ilwad Elman is the Program Director at Elman Peace and Human Rights Centre, where she oversees the organization's human rights, gender justice, countering violent extremism, and peacebuilding efforts. She is the youngest advisor to the United Nations' Secretary General Antonio Guterres' Peacebuilding Fund, an advocate for the Kofi Annan Foundation and former mentee of the late Kofi Annan, and expert advisor to the UN Youth, Peace and Security agenda and a global board member for UNICEF on the Generation Unlimited initiative. Ilwad received the Gleitsman International Activist Award from Harvard in 2015, 2016 Right the Wrongs Award from Oxfam America, and the 2017 BET Global Good Star Award, among other notable awards and recognitions.

Written by Sherlyn Gomes

Ilwad was born in Mogadishu, Somalia and is one of four daughters. She is the child of the late Peace Activist and Entrepreneur Elman Ali Ahmed and Social Activist, Fartuun Adan. Her father was an ardent Peace Activist in Somalia in the 1990s, who coined the famous mantra, 'Drop the Gun, Pick up the Pen.'

While she was just a child, Ilwad was forced to flee Somalia and shift to Canada with her mother and sisters due to the civil war that broke out during that time. Elman Ali Ahmed, her father, decided to stay behind in Somalia to continue his efforts to help former child

soldiers. Unfortunately, he was tragically murdered in 1996.

However, her mother soon moved back to Mogadishu. Fartuun, Ilwad's mother, explained, "My husband lost his life because of his aversion to violence. So, I knew I had to spend mine protecting those who were most vulnerable to it."

When she returned to Somalia, she founded The Elman Peace and Human Rights Centre, which looks at the underlying causes that pull people – especially young boys – into armed conflicts and helps build peace through

training and education. After more than two decades of war, a generation of Somali children have lost out on receiving a formal education. There are few public schools in the area, and extreme poverty makes it nearly impossible for parents to afford school fees.

However, Ilwad failed to understand what drew her mother back to Somalia, a place that had already caused her family so much despair and suffering. But that changed during a short visit to Mogadishu; she witnessed the impact her mother's work had on the people. That month-long trip convinced Ilwad to stay back and continue her parent's mission.

"That's when I realized," recalled Ilwad, "that in the same way my sisters and I needed her, hundreds of other people needed her as well. We needed her to be our mother in Canada, but hundreds of people were calling her 'mom' in Somalia. That's what really put everything into perspective. When I visited, I was scared, I had so many preconceptions and I just wanted to run away and feel safe again. But the people my mother was helping didn't have that option. This was just their life. And I knew I had to let her support them, and that I had to support her."

She joined her mother in Mogadishu in 2010 – at significant personal risk – to assist her mission and help with the development of their country, which has been embroiled in a complex civil war.

Through the work with child soldiers, Fartuun and Ilwad were also confronted by the scale of sexual violence and rape. "It was happening everywhere, but



Image Credit: elmanpeace.org

everyone was denying it. They weren't talking about it," Fartuun said. "We had to do something to help these women. We had to do something to give them a voice."

In response, they founded the Sister Somalia Initiative, the first-ever rape crisis centre in Mogadishu. The initiative supports Somali sexual violence survivors and those who have escaped forced marriages by providing counselling, medical services, relocation, education and business starter kits. They educate young girls to know their rights and have supported the rehabilitation of more than 8,000 women subjected to sexual exploitation to date.

According to Ilwad, rape isn't happening in just camps for those forced from their homes by war but in the broader community, "which is also affected by rampant abuse of sexual and gender-based violence," she added. Ilwad noted that multiple factors are to blame, but the main one is conflict, which has affected every Somali during more than two decades of war.

"Rape is a well-known weapon of war, so that is one thing that is undeniable. To add to that, there's also harmful

traditional practices, destroyed social protection structures that were in place before the war," she said. Put all these factors together, and that is why rape is so rampant in Somalia. Rape in Somalia carries a tremendous social stigma attached to the victim; after the long years of conflict and despair in the region, there is no way of knowing the exact number of women who were raped or are currently suffering in silence.

Ilwad recalled an incident with a rape victim their organization helped. "There was one woman, Nadifa, who had been out trying to secure food for her family at a neighboring [refugee] camp. After hours in line she returned home with nothing, walking in to find a man raping her 11-year-old daughter in front of her younger children. She tried to protect them, but was dragged outside of the camp by soldiers who bound her arms and feet and covered her head with a sack, beating her until she was unconscious. They tortured her, burning plastic deep into her skin over every part of her body. Several weeks later she came to the Centre seeking help. Today she is a business owner and still returns to the Centre almost daily, bringing more women and girls to the program."

"Seeing people leave the Centre with their heads held high, ready and determined to build their own life is what keeps us going," said Fartuun. "With our help they are now able to help others, which is what we need in order to rebuild this society. By doing this, we can all have an impact on the future of Somalia."

She continued, "We are starting to see a cultural shift. The tolerance of the heinous violence against women and girls is diminishing, but slowly. It is amazing seeing people who had lost hope become empowered. It's really beautiful and inspires us to continue."

The mother-daughter duo wishes to construct a purpose-driven facility where victims and survivors can come together, so they can create a community that helps with education and rehabilitation.

"Seeing people leave the Centre with their heads held high, ready and determined to build their own life is what keeps us going," said Fartuun. "With our help they are now able to help others, which is what we need in order to rebuild this society. By doing this, we can all have an impact on the future of Somalia."



Image Credit: elmanpeace.org

Enhancing The World With Knowledge



Dr Maja Zelihic is an Interim Dean, Fulbright Specialist, Full Professor, and a Department Chair of the Advanced Management Studies at the Forbes School of Business and Technology, University of Arizona Global Campus. She is currently serving her Fulbright tenure, having completed one project as a primary investigator, and another as a co-investigator. Dr Zelihic is also a GLOBE research project Country-Co-Investigator, contributing to the unique large-scale study of cultural practices, leadership ideals, and interpersonal trust GLOBE conducted in 160 countries. She was also named one of the top 200 leaders to follow in 2021 by PeopleHum.

Written by Sherlyn Gomes



“It is also very calming for me, I barely experience any stress and this has to do with a few factors, mainly if you love what you do then it doesn’t feel like a job”

Dr Maja Zelihic was born and raised in former Yugoslavia (which was later split into Bosnia and Herzegovina). She is the only child and had the privilege of growing up with her parents and beloved grandparents in a loving and nurturing home.

Her grandfather had a significant impact on transforming her into the brilliant, independent woman she is today. She recalled discussing different topics with her grandfather every day, ranging from geography to politics to international affairs to history; they went through it all. Dr Zelihic recalled, “He always sought my opinion. I remember my grandfather used to present me with various political situations taking place across the world and asked me if I have any suggestions on how to solve these problems.”

She continued, “And it may not seem like much, but asking a five-year-old how to solve a political global crisis greatly developed my decision-making and critical thinking skills. In a patriarchal society he taught me how to be independent and strong.”

But soon, a devastating war broke out in Bosnia that forced Dr Zelihic and her family to flee the country. Overnight she found herself as a refugee living out of a refugee camp in Austria for nearly three and a half years. Enduring innumerable struggles, Dr Zelihic eventually immigrated to the United States and started working in a warehouse doing manual work with gruelling hours. Despite the physical strain she experienced while performing her job, she decided to continue her education and went to school simultaneously.

Once she completed her education, she started working at Merrill Lynch, the Investment and Credit Management giant. She worked there for thirteen years, wherein she performed several roles as a loan processor, corporate trainer and more.

Simultaneously, while working, she also completed her Master’s, followed by her PhD. It was while imparting corporate training that she discovered her passion for teaching which led her to quit the finance world and pursue a role in academia with the intent to help students find their mission in life.

Dr Zelihic says, “Lecturing is very fulfilling for me. In addition to fulfilling other people’s dreams, I also get to do the job I’m passionate about every day. It is also very calming for me, I don’t feel any stress, and this has to do with a few factors, mainly if you love what you do then it doesn’t feel like a job.”

When she first started working in the academic sector, she stuck to working within the United States. However, she soon had the opportunity to deliver her first global lectures, and from there, she found her real purpose in life.

In her mission to give back and enhance the world within her expertise, Dr Zelihic also researched worldwide from the Southern African region in Zambia to the Middle East, and every single venture was different. She explained, “I like to do research where I spend time within a particular place by getting to know the culture and the country.”

For instance, when she was in Haiti, she spent innumerable hours with the

people, studying two enterprises in particular. Her research study involved small entrepreneurs in the developing world who could thrive despite the obstacle variables. These studies greatly help her in her leadership training to guide leaders on the right path.

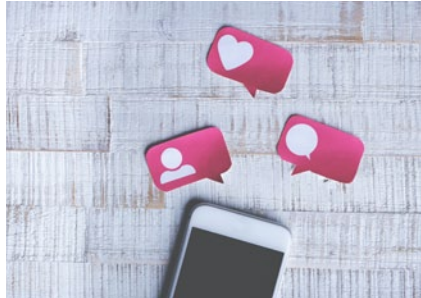
Deep diving into the subject of leadership, Dr Zelihic also co-authored the Power of Perception with her colleague, Dr Diane Hamilton, released in December 2020. Dr Zelihic worked with Dr Hamilton that soon turned into a long-lasting friendship. After working together for a while, they realized that they reacted to different situations at work differently. Dr Zelihic said, “At first, it was just like an ongoing joke. Dr Hamilton appeared to be more of an optimist, while I leaned more towards a pessimist. However, our inside joke soon turned into this idea. Why do we process things differently? Why are we reacting differently when we are within the same setting and in the same situation?”

And soon The Power of Perception was born; the book studies different factors and variables, such as cultural upbringing, gender, emotions, amongst others, that impact perception. It is an excellent tool for leaders to eliminate boundaries and acquire more success on their journey.

Conclusively, her advice to budding entrepreneurs is, “You have to listen and be mindful to everyone. Every person in this world has something to teach you. I’ve met so many incredible people in all walks of life, different careers, different jobs, and every single one of them has something to teach me or a story to share that made me better.”

How To Create A Thriving Social Media Presence For Your Start-Up

- Sherlyn Gomes



As a brand operating in the 21st century, it's a given that you have a social media presence. But is it a thriving social media channel? Or does it just exist with the last post updated in March?

While we see brands like Netflix winning over Twitter, what are they doing differently to put their brand in the limelight?

We have listed five simple steps to create a social media strategy to win over your target audience.

1. Identify Your Target Audience

Be sure whom you want to reach through your social media accounts, whether it's prospective clients, influencers or other businesses. Identify your target audience well, including their likes, preferences and other important variables.

Take time out to look at your audience personas, understand their challenges and what brands they already love via social media, as well as what your competitors are doing. This competitive analysis can help you understand how your social media presence can stand out from the crowd.

2. Create A Content Strategy

Start by creating a content strategy and distribution plan before working on posts for your social media channels. A clear definition of your desired state will allow you to use gap analysis to create a laser-focused

action plan that will take you to your destination.

Here are some questions to get started:

- What types of content do you need to publish on social media?
- What's the frequency of your content?
- What's your plan to promote it?

While devising your content strategy, it's essential to include user-generated content, ranging from good reviews to memes shared about your brand.

3. Create A Unique Strategy For Every Platform

You want to make sure each social media network you are present on serves a purpose. While Instagram can help your brand's visibility and help identify potential customers, you can use LinkedIn to help you get more investment for your business and create stronger partnerships.

For example, IBM uses an entirely different social media strategy for their LinkedIn and their Twitter account. Their LinkedIn has spotlight posts on their employees putting their best foot forward with their inclusion and diversity policies, such as their Spotlight on Charusheela Khandale, Managing Consultant - FSS, IBM. At the same time, they align with 'moment marketing' on Twitter by jumping in on trends and even posting memes with interesting captions. For instance, IBM posted 'Certified #ProudIBMer' on the day Drake's new album Certified Lover Boy was released.

4. Humanize Your Brand

Let your audiences see your personal side; this translates to interacting with your followers often. You can start with responding to comments on posts and making your content as interactive as

possible, use polls or ask questions to get the conversation started in the comment section. Show them who you really are, and your followers will feel more connected to you.

Wendy's Twitter account is an excellent example of this; they reply to every tweet they receive in a fun, humorous manner that connects with their audience and gets the conversation flowing.

5. Provide A Benefit To Your Audience

Ask yourself, 'What's in it for your customers visiting your page?' Show them by giving something away of value - something designed to draw them into your business by building trust or piquing interest. Consider giving away a short trial, a free book or a discount code. For instance, GoPro's YouTube account has several videos showing tips and tutorials using their products to get better pictures and videos. By doing this, they promote their product and also add value to their customers by helping them take better shots and create spectacular edits.

6. Consistently Post At A Comfortable Rate

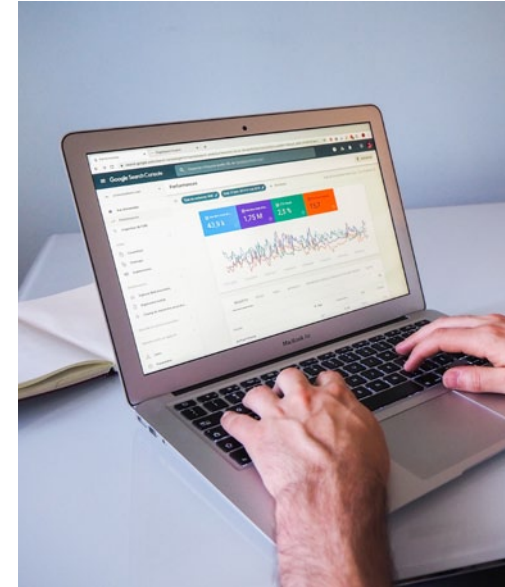
As cliché as it sounds, posting consistently is one of the best things you can do to jumpstart your social media account. Try starting with once a week, and you can then increase it once you are comfortable. Buffer has researched how often you should post on social media to help with this mind-boggling dilemma, which is of great help!

In Conclusion:

As Susan Cooper, Social Media Influencer, said, "Engage, Enlighten, Encourage and especially just be yourself! Social media is a community effort, everyone is an asset."

3 Tips To Create A Winning SEO Strategy

- Kyle Goldberg



A good SEO strategy is the star of your digital marketing efforts. According to research, 61% of marketers believe that SEO is the key to online success. However, creating a winning SEO strategy for your business is more than just creating content for the keywords your customers are searching for. This article will explain what an SEO strategy is and how you can create your own to have a thriving digital presence.

1. Research Good Keywords

Keywords can either make or break your content strategy. Start by researching your target market; what are they currently typing into their search engines? Step inside the shoes of your potential customers; how would you find solutions to your problem? For instance, if you sell organic skincare products, your potential customer is probably concerned about acne or sensitive skin. Maybe her skin is sensitive, so ideally, she would be concerned about the chemicals used in the product. You can then google skincare products for sensitive skin and review the sites

that pop up. Looking at the words used in the results will give you a better understanding.

You can also review good keywords using websites like Ubersuggest or SEMrush. Ubersuggest has now come with a new option in the keyword ideas section to view keywords with Page 1 Ranking Potential that can help choose the right keywords.

2. Focus On Good Content

Creating engaging content that will prove invaluable to your target audience is a good starting point. Remember to use keywords in the content you create; however, it is essential not to overstuff your page with keywords to inflate your site's ranking, which might be detrimental for your site. If the search engines recognize the pattern, they can penalize your site by completely removing your site from their index or lowering the ranking. Good content includes:

a) Website And Blogs

While improving content, focus on adding blogs and improving the content on the website, starting from the home page to the contact us section. Do a thorough review of your website; look for places where you can place keywords. Check if you can reword a sentence to fit in a keyword. For example, on a page about Skin Care Routine, 'How to create a skincare routine' could be changed to 'Try this routine to get flawless skin.' Also, consider including a keyword phrase by adding a word in front of a keyword. For instance, if you have a sentence about 'vegan skincare' and 'vegan skincare products' is a keyword for your page, add 'products' to 'vegan skincare.' Do several review checks before you finalize the content for your page.

b) Title And Meta Tags

It is essential to create interactive titles for your web pages to grab your target market's attention. If the title doesn't catch their attention, it is unlikely that they would read the content you carefully drafted below. Always ask yourself how this provides value to your customer and what benefits they can get by viewing your website.

Once you create a good strategy, shorten your title, use strong words, and make it creative. As you start working on headlines, ensure your keyword is in the headline (the H1) and the subhead (the H2). Using the skincare example above, your H1 might be 'Skin Care Made Easy.'

3. Improve User Experience

This goes beyond just website content; a good user experience is essential for good SEO rankings. According to Robert Berris, Executive Vice President & Managing Director at Three Five Two, "During the last two years, Google has evolved to place much higher emphasis on sites that deliver quality user experiences across platforms and devices. Though traditional ranking factors are still king, search engine optimization is increasingly becoming user optimization."

Work with your web developers to ensure that your website is easy to navigate with interactive landing pages. Be sure that each link works and takes your visitors to the next bit of information they are looking for with ease.

In Conclusion:

Conclusively as Phil Frost, Main Street ROI, said, "Successful SEO is not about tricking Google. It's about PARTNERING with Google to provide the best search results for Google's users."

Revolutionising Real Estate Management With Proptech

Pepe Gutiérrez is the founder of Administrapolis SL, Wesn International SAS and Megafincas Alicante SLP and is considered one of the gurus of Real Estate Management in Spain and across the Spanish-speaking world with a demonstrated history of working and teaching in the real estate industry. Besides university degrees in anthropology and data science, Gutiérrez holds several real estate management related qualifications including the Certified Manager of Community Associations (CMCA) from the global Community Association Institute and the Certified Property Manager (CPM) from the Institute of Real Estate Management (IREM) in the USA.

Written by Sherlyn Gomes



“I chanced upon my passion for real estate by accident, and as I gradually continued doing my work in this industry, I began to fall in love with the process. I enjoyed it more every day and soon it became my passion and way of life.”

Pepe Gutiérrez was born in a small town in Alicante in Spain, where his father was a policeman by profession. He lived in the city till he was nine years old, surrounded by his extensive family filled with love and laughter. They shared their values with young Gutiérrez that were passed down to them from generations, which he still holds very dear to his heart. Gutiérrez recalls the incident that significantly shaped his life; he says, “The experience was indelible because it remains etched in my parent’s heart who constantly remind me of the smart, young boy that I was. I was merely two years, still struggling with walking and talking, yet my parents found me at home, with all the tools of my father’s motorcycle, which were inside a drawer with a padlock. Marvelling at this incident, my parents asked me, ‘Pepe how did you open the lock?’ My answer to them was by testing and testing. That was the moment I revealed the set of keys that were in my possession, among which one was that of the lock.” From that day, it was apparent to my parents that it was my destiny to be an entrepreneur.

Growing up, his parent’s had a significant impact on him; they taught him the values of hard work, humility and honesty that were passed on to him by example. He says, “Over the years, I can confirm that these are the values that are obtained at home and not in the street or while working. It is something that stays with us over a lifetime.”

Due to his father’s profession, he had to shift very often and therefore mastered the art to make new friends instantly every time he moved. He moved to El Campello in Alicante, a coastal-tourist town where he made his mark as an entrepreneur during his adolescence.

Intending to be an aviation pilot, Gutiérrez gave up a scholarship to become an engineer. At the end of his mandatory military service at the age of 18, Gutiérrez immediately started working to construct houses. Simultaneously, not losing sight of education, he sacrificed his time off to get a quality education to help him rise in his career.

Gutiérrez explains, “I chanced upon my passion for real estate by accident, and as I gradually continued doing my work in this industry, I began to fall in love with the process. I enjoyed it more every day and soon it became my passion and way of life.”

From his first job in construction, he climbed the ranks with hard work and dedication. In the last 40 years, Gutiérrez has held several roles in the real estate world. He has worked as a consultant, professor, advisor and expert for public, corporate and private organizations.

Acting on his passion, he founded Administrapolis SL in the year 2013. With a vision to fuse the real estate world with technology i.e. proptech, the company creates and adapts technological solutions to obtain maximum optimization and sustainability in everything related to building management. To achieve this, they apply the new concepts of Machine Learning, IoT and Big Data and are very proactive in their approach.

Administrapolis SL is a pioneer in installation and predictive maintenance for the real estate industry in many countries. Talking about the challenges he endured, he says, “Every day in the role of a Property & Community Association Manager, you are subjected to risks that affect people, buildings and the economy at large. In my case, I always ensure that the risk factor is controlled and measured. There are many professional and business risks that every entrepreneur must take if he wants to succeed in his career.”

With Administrapolis SL, Gutiérrez is focusing his efforts on sustainability. Talking about the topic, he adds, “Climate change is another of the greatest challenges that has accelerated the pandemic. The real estate world has turned to the implementation of multiple sustainable strategies and I strongly believe that it has already become a ‘standard’ in the way of being and acting.”

The pandemic is another factor that has accelerated climate change, but he adds, “However, it has also been a great lesson to quickly adapt and learn how to be operational in the face of adversities. The only answer to this dilemma has been technology, which is constantly evolving and improving to better serve the people and improve the customer experience.”

However, this pandemic has also caused Gutiérrez to be separated from his family, who live in another country. Gutiérrez adds in a pleasant tone, “But we make time out of our busy schedules to meet every once a while and enjoy our downtime together as one, happy family. Fortunately, my wife and son work together which I think is a great privilege.”

Given Gutiérrez’s busy schedule, he says his favourite way to unwind at the end of a busy day is to devour a good book that can instantly make him feel well-rested.

As an advisor and expert, Gutiérrez has delivered, talks, lectures and conducted workshops across the world in acclaimed events. A revered figure in the Spanish-speaking world, he is currently a Professor at the Institute of Real Estate Management in Chicago and guides students in the field of real estate and community association management. A prolific author, Gutiérrez has written and published many books on the subject including the globally acclaimed, ‘Los Mejores Administradores de Edificios del Mundo’.

In conclusion, his advice to real estate leaders is, “Train and learn immensely about the emerging technologies and current situation of the real estate market. Act based on market needs after having a clear strategy of the current market and forecasted market needs of the future. And finally plan the necessary timeline and work hard to implement your strategy.”

The Evolution From Learner To Coach

Mario Tura De Marco is one of the leading trainers in the world of condominium administrations in Italy and helps administrators develop their human and professional potential through *Administratore Evoluto*.[®] He teaches an effective consolidated method resulting from endless study, experimentation and experience gained during his twelve years as a condominium administrator and sixteen years as a trainer, consultant, coach and mentor.

Written by Alexis Miller

Mario was born in Milan, northern Italy and was the second of three children. He says, “My family is a ‘family that has built itself’, among a thousand sacrifices and struggles, and yet I have never lacked anything.”

Growing up, he received tremendous affection from his loving parents. They taught him that it is essential not to feel inferior to others but simultaneously have the need to conquer and create a good life. Mario continued, “It is an attitude that must be taught and continually put to the test with children, and my parents have done it with mastery, not in words, but by action, having been two important reference models for us while growing up.”



When he was seven, Mario moved to Salerno, his father’s hometown, in southern Italy, and this had a compelling and revolutionary impact on the development of his self-esteem. He recalled, “I arrived in Salerno fearing the change of school, friends and social context but I never expected to be immediately confronted with children much braver and bolder than me.”

He recalled the incident that bolstered his confidence, “All it took was a fight with a child who was recognized by all as the leader of the gang, to transform me significantly. I have learned that in life, you have to manage on your own, that you must not submit to bullying and injustice. I emerged victorious from this quarrel with a new perspective in life.”

Mario has always had a strong work culture, working ever since he was just a young boy. He helped his parents in their company with little chores that were within his reach. Mario had an unquenchable thirst for learning and growing with every job he undertook. When he was a teenager, Mario worked several jobs to pay for his leisure activities without relying on his parents for the extra money.

He then went on to complete his higher education and after getting his degree, Mario joined the military service. When he returned, he had the desire to build an independent life.

After the mandatory military service, Mario realized that Italy was going through a historical period of economic stagnation, and employment rates across the country were at an all-time low. He said, “Hence, with utmost humility that was passed on to me by my parents, I took a low-profile job while my friends didn’t want to belittle themselves by doing manual labour.” His first job entailed producing industrial bread in a

factory as a simple worker.

Mario continued, “I learned a lot during that time, especially by doing night and holiday shifts; I had to amass all of my determination and resilience to not run away from a hard job.”

After a year and a half of working at the company and accumulating enough capital, he started seeking new avenues that would challenge him to grow further. He joined his parent’s company, but as a curious learner, he soon left that as well as he had reached his saturation point in learning from the organization.

After leaving the family business, Mario approached the real estate sector and started as a condo manager. He worked at this job for a duration of 12 years. However, soon an opportunity presented itself; without leaving his job as a manager, Mario collaborated with a software company that had a development project for the condominium world. He explained, “I stayed for almost a year; just enough time to deepen the corporate organizational issues that I wanted to learn and, once I finished the project, I contacted another company specializing in software for condominium managers.”

Mario was at the peak of his career when he decided to leave his job to start his new venture, Winsoft. He started selling his new software throughout Italy with tremendous success. In 2005, motivated by the need to help clients optimize their companies’ organization, Mario decided to become a Trainer, a new adventure he undertook that is successfully continuing. It proved to be very rewarding, and between 2003 and 2014, he sold over 3,000 copies of the software, and from 2005 to 2014, he trained over 8,000 people.

Everything was working well till 2014, the year where Mario faced significant challenges due to a decision made by the software manufacturer. He could no longer hold courses independently for his customers; recalling the devastating incident, he says, “It was like an earthquake, because suddenly I found myself without the profits I needed to justify the survival of my company.”

However, still persevering, in 2015, he attended Coaching School and began to

“Action is the transformation of thought. So act, act, act massively after having established the most important things in both your personal as well as professional life.”

think that his courses did not reflect his full potential. Mario then graduated as a Coach and began to break down the basics of Evolved Condo Management, a training course designed to elevate the category of managers needed to bring new mental concepts and attitudes in a typically old and outdated world.

He then started a new company, Reos and launched the brand *Administratore Evoluto*, with the first course in 2017 (Revolution). It was the first of many other important educational successes. During the courses at *Administratore Evoluto*, all the students are involved with practical exercises that are used as guiding tools to transform their words into immediate actions and help them obtain success.

In 2019, Mario started studying Spanish because he wanted to expand his training model to Spain and Latin America, where he had previously delivered speeches in some of the most important educational and informative events.

After four years and with a year and a half of the pandemic behind, *Administratore Evoluto* has evolved into a brand appreciated by thousands of real estate managers, especially by those who practice experiential training. There have been more than 15,000 attendees to his training courses since Mario started his adventure in 2005.

In conclusion, his advice to budding leaders is, “Action is the transformation of thought. So act, act, act massively after having established the most important things in both your personal as well as professional life.” And you will find success at the end of your journey.

Top Four Must-Read Fiction Books For Leaders

- Sherlyn Gomes



Being an entrepreneur is synonymous with continuous learning, and reading remains one of the best ways to gain knowledge daily. From Elon Musk to Mark Zuckerberg, it is a tried and tested method that provides insights into new strategies and approaches to improve your performance and help develop better habits.

Studies suggest that highly successful people are invariably voracious readers-- and are lifelong learners. While business books are essential, fictional books offer as many benefits, if not more, relating to life lessons in a way that the reader can quickly draw upon with ease.

Here Are The Top 4 Fiction Books That Are A Must-Read For Entrepreneurs:

1. The Giving Tree by Shel Silverstein

Summary: A Children's book, The Giving Tree, narrates the story of a boy and a tree which is possibly one of the few children's fables that does not have a happy ending. The story begins with a boy climbing a tree, swinging from her branches, and devouring her apples. As time passes, the boy forgets about the tree. Later, the boy, who is now a young man, returns and asks her for money. Not having any to offer, the tree is happy to give him her fruits to sell. She is likewise delighted to provide him with her branches and later her trunk until there is nothing

left to give but an old stump, which the older man proceeds to sit on.

Lesson: Entrepreneurs sometimes fail to establish the boundaries necessary to replenish themselves and continue exerting, leading to a tree with nothing left to give.

2. Something Happened by Joseph Heller

Summary: While success often feels exhilarating, it doesn't always equate to personal fulfilment in life. This satirical novel centres on a character who has everything but happiness. Set in 1960s Manhattan, the story is a satire of the so-called 'American Dream.' Bob Slocum is a promising executive with an attractive wife, three children, a lovely house, and as many mistresses as his heart desires. His life is settled, and society demands he be happy - or at least pretend. However, the pretence becomes more complex as Slocum's discontent grows into an overwhelming sense of desolation, frustration and fear. The message is so powerful that Harvard Business School professors recommend students to read the book before taking their class.

Lesson: The great tragedy of the modern world may be the contrast between the increasing causes of human unhappiness and our crushing inability to address those causes before it's too late.

3. The Alchemist by Paulo Coelho

Summary: The story revolves around an Andalusian Shepherd boy, Santiago, who gets the same dream about treasures lying in the Egyptian Pyramids. He embarks on his journey to find the treasure crossing the Mediterranean and Sahara to accomplish his legend, his purpose in life. The book describes this journey and the various encounters he experiences while following his dream. Santiago meets many people throughout the trip and endures several difficulties, which ultimately helps him learn and grow.

Lesson: A good leader, along with converting himself into gold, helps his team unlock their potential and convert them into gold as well.

4. Dune by Frank Herbert

Summary: The story revolves around Paul Atreides, the eldest son of a feudal lord in an era where people travel and battles other planets. Paul ends up on a desert planet and befriends the natives of the planets, the Fremen, who teach him their ways and eventually help them control the planet, thereby controlling melange, aka 'spice', a valuable substance that is key to space travel.

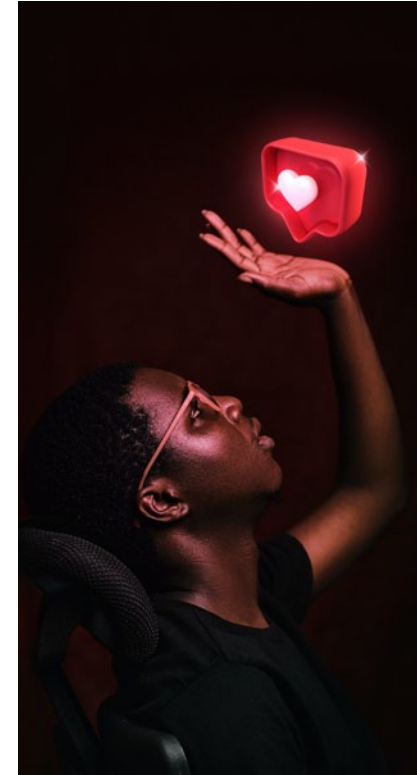
Lesson: This novel demonstrates the importance of strategic partnerships that help propel individuals into new arenas through their connections and industry understandings. Every leader needs to find the Fremen who can help them break into critical enterprises and verticals to further their cause.

In Conclusion:

Read 500 pages every day. That's how knowledge works. It builds up, like compound interest. All of you can do it, but I guarantee not many of you will do it." It's a simple task whose benefits will last a lifetime

Top 4 Influencers You Must Follow On Instagram

- Brianna Da Cruz



Social Media is a bane and a boon; in recent times, with sites bombarding information it can be a burdensome task to scroll through Instagram without feeling mentally drained. With the recent fad of self-proclaimed 'life coaches' and 'motivational experts' offering guidance to grow your business to a 6 figure digit, it is an impossible task to find the right voices to listen to for motivation and expertise on social media.

If you're wondering which voices you should listen to in this very noisy field, here are four inspirational influencers who have been in the Instagram trenches.

1. Tomy Bilyeu (@tombilyeu)

Bio: Tom Bilyeu is a filmmaker and serial entrepreneur who previously founded Quest, the 2nd fastest growing company in North America. After quitting Quest and generating

extraordinary revenue, Bilyeu turned his attention to the poverty of the poor mindset. To solve the mindset problem and help millions of people adopt an empowering mindset, he co-founded the media studio 'Impact Theory' with his business partner and wife, Lisa Bilyeu. They aim to influence the cultural subconscious by building a single-minded content creation machine that makes precisely one type of content - that empowers people.

Why You Should Follow Him: The road to success isn't linear; everyone has to fail to learn the essential lessons needed to achieve success-- and that is what Bilyeu teaches. In his show, 'Impact Theory', he aims to learn the secret of success by exploring the minds of the world's highest achievers.

2. Elizabeth Gilbert (@elizabeth_gilbert_writer)

Bio: Elizabeth Gilbert is an award-winning writer of both fiction and non-fiction. She faced a pre-midlife crisis and took a year off to travel through Italy, India and Indonesia that resulted in the bestseller: Eat, Pray, Love about her process of finding herself by leaving home. Her other books include the story collection Pilgrims, the novel Stern Men and a biography of the woodsman Eustace Conway, called The Last American Man.

Why You Should Follow Her: Glibert has a thriving social media channel with posts that shine with humility, self-love, compassion and tons of wisdom. Her posts feature extraordinary writers and ways to reconnect with your inner self and find your peace. A much-needed breather during this pandemic season!

3. Timothy Sykes (@timothysykes)

Bio: Timothy Sykes is an entrepreneur and a penny stock expert, trader and

advocate. He has been featured on CNN, Fox News, CNBC and more. Sykes started a hedge fund in college that soon became the #1 Barclay short-bias fund for three years. He then went on to earn a spot on Trader Monthly's 'Top 30 Under 30' list in 2006 and was recognized by President Obama for his contributions.

Why You Should Follow Him: Sykes teaches people how to trade penny stocks successfully; he is a self-made millionaire trader whose every lesson comes from real-life experiences. His account is filled with in-depth information about penny stocks and how to become a successful trader under his mentorship.

4. Arvin Lal (@arvinsworld)

Bio: Arvin Lal has founded the Supplement Company, Shredz. He is known for growing the company almost exclusively through social media, specifically the company's Instagram account, which has more than 1.6 million followers. He started the company in 2012, inspired by success with a supplement that a friend gave him. After making \$90,000 in its first year of operation, revenue topped \$5 million in 2013.

Why You Should Follow Him: He is a successful entrepreneur and, through his account, conveys the importance of hard work and dedication. He shares a mixture of videos, graphics and memes to paint the picture of how true success takes a lot of work. He aims to inspire people to work tirelessly both in the gym and at the office.

In Conclusion:

Read 500 pages every day. That's how knowledge works. It builds up, like compound interest. All of you can do it, but I guarantee not many of you will do it." It's a simple task whose benefits will last a lifetime

The Master Of Ta Da



As a national workplace expert, speaker, author and humorist, Joel Zeff captivates audiences with a unique blend of hilarious improvisational comedy and essential ideas on work and life. Zeff creates energy; his spontaneous humour and vital messages have thrilled audiences for almost 25 years. He has shared his experience and insight on collaboration, leadership, change, communication, innovation, fun and passion at more than 2,500 events. His book, 'Make the Right Choice: Creating a Positive, Innovative and Productive Work Life', is consistently listed as one of the top work/life balance books on Amazon. He has appeared on CNBC and featured in the Dallas Morning News, Houston Chronicle and The Kansas City Star, amongst others.

Written by Sherlyn Gomes

Joel Zeff had an affectionate childhood, growing up with his parents and grandparents, who were entrepreneurs by profession. They taught him the value of working hard and playing smart at a young age that led Zeff on his entrepreneurial journey when he was just in the 5th grade. He says, "I started a paper route to earn extra money. I would collect a monthly subscription, maybe \$.85 or \$1.05 at the end of the month. However, the fee was optional, you would receive the newspaper regardless." He continued, "Well, not on my route, if you didn't pay, you didn't receive the paper. If someone complained, I gave them a newspaper, and I also showed up at their door to collect." This experience taught him valuable lessons in customer service, capitalism, economics, goals, and time management. After his successful stint, he decided to go to college.

Zeff always had an affinity for writing and storytelling that ultimately led him on his pursuit of journalism. He graduated from the University of Kansas and the William Allen White School of Journalism and secured his first job at Saginaw News in Saginaw, Michigan. Soon he was recruited by The Dallas Times Herald in 1991. He moved to Dallas, and just six months later, unfortunately, the other paper in town bought out the Herald and shut it down.

However, Zeff adds in a jovial tone, "I always say the day I lost my job at the newspaper was one of the best days of my life. That day started me on the path I am on today." He continued, "I tell a story sometimes in my keynote about the day I lost my job and a magic harmonica. When I left my one-bedroom apartment with little furniture to clean out my desk on the last day, I grabbed my magic harmonica. I arrived at the newspaper and everyone had a range of emotions: sadness, anger, confusion, defeat. To me, it felt like a weight had lifted off my shoulders. I saw this day as an opportunity and a new beginning. For some reason, I found myself on the back loading dock where the media covering the paper's demise had assembled. I took out my magic harmonica and started poorly playing a blues note. The lyrics went something like this: 'I lost my job. I got no money'"

With his exquisite performance, he ended

up on two local television newscasts; his photo in the Fort Worth Star-Telegram and the story of him playing the harmonica was also picked up by the national press.

That magic harmonica (which Zeff still has today) taught him to embrace change and disruption in his life with a positive attitude. For a while, he wrote as a freelancer and then got a job as an Account Executive at Edelman Public Relations and then moved on to J. Walter Thompson. In 1994, Zeff started his own business, working as a writer, media relations consultant, and creative communications consultant.

In the mid-nineties, he stumbled upon his life purpose; while he worked for an advertising agency, he also performed with an improvisational comedy troupe on the weekends. He said, "One of my clients, Texas Instruments, asked me to speak and perform at an executive retreat. With no hesitation, I agreed. I asked another performer to join me; we didn't have a plan. There was no message. We just played improvisation games with the audience members and had fun. The attendees loved the interactive and engaging performance. The light bulb flashed, and I knew I could offer the same experience to other clients."

However, this wasn't the route he had previously pictured for himself. He says, "I didn't think speaking was going to be my business. But I realized that the audience was thirsty for something fresh. They wanted to laugh, they wanted a unique perspective. Back when I started, many of my clients didn't even know about improvisation. Today it's a famous concept."

Soon his business took off and transitioned to a full-time keynote speaker; Zeff explains, "I love every moment as a keynote speaker and emcee. Everyone needs to laugh. And most people don't have the opportunity to just play. My presentations create that opportunity. Every client tells me their people are stressed or had a tough year or quarter. I come in and make them laugh and let them embrace the silliness."

During his talks, there is one term Zeff frequently uses, 'Ta Da,' when asked what

it symbolizes; he says, "When children are young, everything in their life is a TA DA. We celebrate when they eat a cheese sandwich or just go to the bathroom for the first time by themselves. Everything is a celebration, however, as we get older, we stop celebrating and expectations take over. TA DA moments become once a year. We need to celebrate every day successes. We each have multiple moments each day that deserve a TA DA."

Zeff further explains that most jobs don't have the 'Ta Da' aspect; you hardly walk into IT, accounting, HR or marketing and see people giving themselves a round of applause. But this positive support energizes and fuels our passion. He adds, "If someone is not going to give you a round of applause, then you give it to yourself. I don't care if people look at you strange. Look right back, and give yourself a round of applause."

Explaining the concept further, he adds that he loves bringing volunteers on stage during his keynotes to play an improvisation game. The participants might be tentative or have doubts initially, but he says, "As soon as they hear that round of applause or laughter, all of that goes away. You can see their confidence boost and they do more on stage. That positive support leads to production, confidence, risk taking and success. Isn't that what we want from our teams?"

In his book, 'Make the Right Choice: Creating a Positive, Innovative, and Productive Work Life,' Zeff focused on the message that he shared in his keynotes and added his insights of watching hundreds of audience volunteers play improvisation games and the choices they made. He depicts how to make the right choice with a new positive perspective in life.

In conclusion, he says, "Each day, as you go home from work, think about each person you connected with that day. Did you give people the positive support and appreciation they deserve? If not, tomorrow send out a thank you. Tell them they are appreciated. Just reach out and say, 'thank you,' there is no expiration date on a thank you. Now, match that positive support with opportunity. What does your team need to be rewarded and fulfilled? You are going to be pleasantly surprised with the outcome."

The Revolution Of Rebel Leadership



Larry Robertson is an Innovation Advisor and the Founder of Lighthouse Consulting. He has advised leaders in growth, strategy, adaptability, and innovation for more than three decades. He's been described as a 'big firm consulting brain, without all the worthless baggage.' In 2021 Robertson was named a Fulbright Scholar, a rarity for non-academic professionals. He's a former Adjunct Professor of Entrepreneurship at Georgetown University's McDonough School of Business. Robertson is also an award-winning author of three books: *A Deliberate Pause*, *The Language of Man*, and his newly released *Rebel Leadership: How to Thrive in Uncertain Times*.

Written by Brianna Da Cruz

Larry Robertson had an interesting childhood, while he frequently travelled with his family and even went to at least two different schools for each of the three levels of schooling, he says, "It may sound less than ideal – leaving homes, leaving friends, building a new life in each place, but in truth, the living and travelling to different places was a gift. It was a way to see the world through many different eyes, traditions, and ways of thinking. It was a steady reminder that we are all much the same, even while we are often vastly different from one another." That view, alongside the profound importance of his family, shaped him in many ways into the extraordinary leader he currently is today.

While growing up, he was deeply influenced by his grandfather, who would often visit young Robertson. His grandfather was never idle; he always kept himself busy, and usually, what he chose to occupy himself with involved some form of invention or ingenuity. Robertson explained, "If, for example, his activity was to sweep the floor, he looked for some new way to sweep it more efficiently, playfully, or both." He continued, "I couldn't help but be drawn in, his curious mind, the joy he found in doing something in a new and better way, the ingenuity of the things he created out of scraps lying around the house, all were like catnip to me as a kid. And he was always happy to have me as a co creator – not a helper, not a watcher, but someone who he invited to jump all the way in with him as an equal." This experience significantly shaped his perspective in life, making him one of this century's most incredible innovation advisors.

As a kid, following in his grandfather's footsteps, Robertson always had a job and was never idle; he worked for others throughout high school and had a side hustle while in college. Robertson says, "my life has always been a repeated cycle of learning and work, to the point the two fuse tightly together for me."

After earning his degree from Stanford, Robertson got his first big job with an incredible salary package. However, he notes that his first big win was leaving

this very job that he was excited about initially. He explains, "It was a win because, as attractive as the name of the company was from a prestige standpoint, and as appealing as the big salary was, I was conscious enough to recognize that it wasn't the right job for me and bold enough to follow that insight and move on. Perks aside, I knew I would never grow in that job, and I knew my skills would be underutilized."

Following his passion for helping people create an impact and maximizing who they are, Robertson began consulting on the side while he continued his search for a job that would be the right fit for him. An interview he attended soon became the turning point of his life. He recalled the life-changing incident, "I was in an interview telling someone about what I was doing in my consulting side jobs. As they listened to me, the person interviewing me for the job sat back in their chair, as if 'exiting' the interview and beginning to converse with me as a person. She began to smile at me. I stopped my description and asked why. She said, 'Sounds to me like you've got the perfect job already.'"

Lighthouse Consulting was officially founded that day. The firm helps innovators, leaders, individuals and teams, anticipate and manage growth and uncertainty. Lighthouse blends deep knowledge in creativity, entrepreneurship, leadership, and strategy together to help clients get to the soul of who they are, what makes them powerful, and how to best aim those assets to achieve their goals. They then help them build a suitable environment and culture to turn it into reality.

The firm soon became a success, and Robertson found himself eager to share his knowledge. He then began his journey as a writer and currently has three best-selling books, *A Deliberate Pause*, *The Language of Man* and the most recent one, *Rebel Leadership: How to Thrive in Uncertain Times*. The latter was born out of the uncertainty of this pandemic season. He says, "While we all clearly understand that we live in a time of great uncertainty, too many of us are too quick to call this uncertainty Covid. The pandemic is just one form of the growing

“Know your soul – in the context of ‘Rebel Leadership,’ soul is your identity, but specifically in the context of: what you do, and how what you do connects and impacts others. Repeatedly, across hundreds of interviews with some of the most creative people and best leaders on the planet, people call out soul as the most important asset they have had in their success and satisfaction in what they do.”

uncertainty we have all been facing – not only in the past two years, but over the past two decades.”

With this volatile and complex world changing rapidly, old views on leaders and leadership and old ways of pursuing leadership simply no longer fit nor are effective. He continued, "‘Rebel Leadership’ is about exploring all of this and revealing what does work – not just theoretically, but what has been proven in actual practice and across sectors to work. It's a book about how to thrive in uncertain times." A must-read for leaders that reveals a unique approach to succeed in adversity and not merely survive.

In conclusion, he says, "Know your soul – in the context of ‘Rebel Leadership,’ soul is your identity, but specifically in the context of: what you do, and how what you do connects and impacts others. Repeatedly, across hundreds of interviews with some of the most creative people and best leaders on the planet, people call out soul as the most important asset they have had in their success and satisfaction in what they do." Once you master your soul, your success will know no bounds.

Best Tips To Make Your Work-Life Balance A Reality

- Jessica Albuquerque



When you are a budding entrepreneur or the CEO of a startup, work tends to take precedence over everything else in your life. Your drive to ensure your company's growth and success pushes you to work overtime and put personal hobbies and relationships on the back burner. After all, being a leader can be tough. Does that make the concept of work-life balance a myth or reality in our age of corporate hustling? Let us find out.

What is work-life balance? It refers to the ability to adjust your work life and personal life to correlate with each other in harmony. A few entrepreneurs believe that there is no such thing as a work-life balance, as the needs of your company always come first. Of course, the vast majority disagree and state that while achieving this balance can be difficult at first, it is certainly not impossible.

As an entrepreneur, everything you do centres around the well-being of your company, but is a lack of work-life balance beneficial for the same? According to several entrepreneurs and research published by the International Journal of Environmental Research and Public Health and the

European Heart Journal, working overtime can have detrimental effects on your mental and physical health. It also causes creative burnout and impedes your ability to be productive in the long run.

Here are a few tips on how you can turn the seemingly impossible work-life balance into a reality for yourself:

1. Set Boundaries

Creating fixed work timings helps ensure that you don't have to bring your work home with you. Switching off your work phone after office hours gives you the much-needed opportunity to rejuvenate and unwind. Microsoft's CEO Satya Nadella always turns off his phone during his daughter's lacrosse game and ensures he has a good work-life balance.

Another important step to enforce your boundaries is to learn how to say no and put your foot down about certain things. Don't take on more work than you can handle and don't repeatedly work during holidays or the weekend. During your occasional work emergencies, it might be tough to adhere to the boundaries and schedule that you have set up for yourself, but it is important to know

the difference between an actual work emergency and something that just seems like an emergency.

2. Create Work Goals

The best way to create an effective work-life balance is by optimizing your working hours. Break up your to-do list into sections and prioritize tasks based on urgency and importance. Schedule the most important and time-consuming work during the hours when you feel most productive.

John Doherty, Founder and CEO of Credo, tracks his time and productivity to ensure that he makes the most of his office hours. Cut out tasks that have no value and take up extra time and most importantly, be realistic about your abilities and outsource extra work to your employees.

3. Take A Break

The moment your productivity reduces so does the calibre of your work and thereby the quality of your company. According to research conducted by CEO and author Kevin Kruse, studies have shown that the speed of your thinking slows down when you are tired and overworked.

The best way to avoid this is by scheduling a mini-vacation at regular intervals and getting your vital 7 hours of sleep per night. Blocking personal time on your calendar for something as simple as lunch out with your family and friends, or even taking a break to go for a walk in the park or to a cafe for a cup of joe, is a great way to recharge your energy and productivity.

There is nothing more rewarding than being your own boss and spending every day doing something you love. That being said, it is essential for leaders to be mindful and master the skills of time management. Setting up and maintaining a new work-life balance can be frustrating at first, but finding the harmony between both will help you become a better leader.

Ways Businesses Have Lent A Helping Hand To Afghan Refugees

- Jessica Albuquerque



The news of the unprecedented Afghan crisis took the world by storm. Thousands of Afghan citizens suddenly found themselves in a country no longer run by democracy but by a terror group. Fearing for their lives, numerous Afghans turned into refugees overnight. Countries from all over the world— from neighbouring countries such as Tajikistan to those overseas such as the U.S., Canada and Australia— opened up their borders to these helpless people, desperate to flee the Taliban rule.

Businesses and corporations have always extended a helping hand to those in need, so it was no surprise that many multinational corporations and large-scale enterprises offered support to Afghan refugees in whatever manner they could.

1. Free Housing And Accommodation

Homelessness due to displacement and lack of funds are among the foremost issues faced by refugees. So, the international community-based lodging and rental website Airbnb decided to provide a temporary haven to several Afghan refugees. In a company blog post, Airbnb's CEO Brian Chesky announced that Airbnb.org— an independent nonprofit organisation that works towards facilitating temporary accommodation for those displaced

in times of crisis— will house 20,000 Afghan refugees globally for free.

The entire initiative was funded by Airbnb.org, through donations from Airbnb, Brian Chesky, and the donors of the Airbnb.org Refugee Fund. Chesky and the company also called upon non-hosts who are property owners with extra available space to offer their homes to the refugees for short-term stays for free or at a discounted rate. To motivate new potential hosts, the company provided them with Airbnb's Host Guarantee, covering up to \$1,000,000 USD in property damage protection. Nonprofit partners that work with Airbnb.org will assist every refugee guest and help them prepare for their new lives when their emergency stay is over.

2. Complimentary Healthcare Options

Health and wellness companies such as Byte and Hims & Hers Health have also offered free services to refugees moving to the US. Neeraj Gunsagar, CEO of Byte, announced that the clear dental aligner company will be donating 25,000 oral health kits to Afghan refugees who are being resettled to the United States. Hims & Hers Health, the prescription and over-the-counter drugs e-commerce marketplace, announced that the company plans on distributing 10,000 primary care and mental health visits to the Afghan refugees through their platform. They aim to keep up with their mission of providing easy access to high-quality, convenient and affordable medical care and personalised treatment plans to all.

3. Employment Opportunities

Some companies have expressed interest in providing employment opportunities to the refugees. A large UK based accountancy firm Grant Thornton UK LLP has teamed up with Break Barriers, a London charity,

to provide meaningful jobs to the displaced Afghan refugees.

In America, Texas Medical Technology, a supplier and distributor of medical equipment, announced that they plan on hiring 100 Afghan refugees within a year at their manufacturing facility in Houston.

4. Donations To Non-Governmental Organization And Non-Profit Organisations

Other companies have opted to help through generous donations from their foundations and nonprofits. The LEGO Foundation and KIRKBI have donated US\$4.7 million to support UNHCR's emergency response in Afghanistan. "This grant is an important part of The LEGO Foundation's ongoing commitment to supporting children affected by crisis," said John Goodwin, CEO, The LEGO Foundation. Their donation is the largest single contribution by the private sector towards UNHCR's Afghanistan 2021 supplementary appeal that works towards meeting the growing needs of people internally displaced by the conflict and vulnerable children.

Walmart Inc, the American multinational retailer, donated \$1 million to three nonprofits through the Walmart Foundation. The different organisations— namely the Lutheran Immigration and Refugee Service, No One Left Behind and the Tragedy Assistance Program for Survivors—work towards supporting Afghan refugees entering the United States along with veterans and their families.

The beauty of humanity is that when times get rough and disaster strikes, we do whatever we can to ease suffering. Each of these businesses are prime examples of the same. In conclusion, as Robert F. Kennedy once said, "The purpose of life is to contribute in some way to making things better."

Leading The Kyrgyz National Federation Of The Blind



Gulnaz Zhuzbaeva is the Co-Founder of the Public Union, 'The Kyrgyz National Federation of the Blind.' The organization teaches independent living skills for the visually challenged through rehabilitation training. She is building a new specially-abled community with a positive attitude towards the disability. Gulnaz has been engaged in educational, cultural, and social charity projects in the visually challenged community in the last nine years. Since 2016 Gulnaz has been an Executive Committee Member of the Asian Blind Union.

Written by Kyle Goldberg

Gulnaz Zhuzbaeva grew up in Issyk Kul, Kyrgyzstan, with three brothers. Her mother worked in a school for 33 years while her father held various jobs, working at an auto-base and later in a school. Gulnaz

says, "When I was a kid, my parents started noticing certain things about me. I played differently and I had difficulty finding my toys. Worried by this behaviour, they took me to the doctor when I was three years old. After that I visited a string of doctors, and was soon diagnosed with vision impairment."

The doctors said that Gulnaz would be unable to attend an ordinary school. They suggested that her parents consider sending her to a school for visually impaired children in Bishkek, far away from where she resided.

However, Gulnaz was determined to lead a normal life, and her parents agreed to send her to a regular school. While in school, she says, "I did not want to seem different, I lived with and around sighted people, and like any other school-going kid, did not want to stand out. Determined to outshine my peers, I always read more than what was asked. I would read everything in advance with the help of my parents. This experience of determination and perseverance had a deep impact on me."

She soon surpassed all their expectations and earned not one but two Bachelor degrees and a Master's degree as well; however, this did not come easy.

Gulnaz encountered innumerable challenges; the most difficult one was the inaccessibility of her study material. She recalls, "There were times I wanted to give up; it seemed I was the only person with difficulty seeing because I never met

"Keep learning and keep doing new things. Believe in yourself above all. Sure, there are obstacles, and problems, I have experienced my fair share of them. But always remember that these are temporary. Move forward and trust that you will achieve success in the end."

any other visually impaired people. Often I wondered what other visually challenged people's lives were like, were they similar to mine?"

Battling through her challenges, she received her Diploma from the Karakol Branch of the Moscow Institute of Entrepreneurship and Law in English and Literacy. She then went on to earn her Master's Degree and soon got her first job as a teacher.

She says, "I loved the process of teaching. Parts of the job, however, were not accessible to me. In particular, I was unable to mark the paper copies of my students' work. I had a really close friend, who helped me to do these tasks, allowing me to concentrate solely on teaching. Unfortunately my friend passed away, and I fell into a hopeless state of depression. I did not want to do anything, at all. But my family persuaded me to attend an education institution for people that are blind and visually impaired."

While there, she learned the art of massage and even earned her Diploma as a certified masseuse. Although the school's aim was to enter the job force as a skilled masseuse, she explained, "Whilst I enjoyed the anatomy classes that I took, I drew much more inspiration from my new relationships with other visually impaired people. I have always had the innate desire to help, and when I saw people having difficulties in everyday life, I realized that things needed to change. I decided, at that moment, that I wanted to travel abroad and find ways of helping other visually impaired people like myself."

Moved by her epiphany, Gulnaz visited India; she attended a conference where she met many other visually impaired people doing wonderful things. From there, she travelled to Switzerland, which was merely the start of her adventure. She says, "For me, this was a significant moment as my deceased friend, and I had always dreamt about travelling. We decided to go to a place that was relatively small, this was Switzerland."

After Switzerland, she was invited to the Louisiana Center for the Blind, where Gulnaz learned a lot about philosophy, methods, and strategies to empower and improve the lives of visually impaired

people. The conference had such an impact on her that she decided to implement all her learnings through her visits to various countries in the world by founding the Kyrgyz Federation.

The Foundation has set up education facilities in Kyrgyzstan wherein visually impaired children could live together to learn how to accomplish tasks and empower them to become independent adults while supporting them in their journey.

Gulnaz says, "We want all our students to be a success story. Our most recent class that graduated from our school have all done well by either receiving employment opportunities or admission for their further studies or have started a family. And for me, that is real success."

However, she adds, "We do have brilliant students such as one is an Olympian, having attended the Paralympic Games for Judo while several others have accomplished incredible feats in their career and the sports industry."

However, due to the pandemic, they were forced to send their students back home. They adapted to online classes and made braille books (A system of writing and printing for visually impaired people, in which varied arrangements of raised dots represent letters and are identified by touch). They began distributing these books to foster access to information, worked on sports, and conducted online exercises to keep their students fit and healthy. They went one step ahead and also reviewed the political processes intending to meet with the commissioner to ensure their voting rights and access to information regarding electoral processes.

For her tremendous work, empowering the specially-abled community in Kyrgyzstan, she received the regional award from the President of their country in 2017 and was also included in the 'BBC's 100 Women Of 2020' list.

In conclusion, she says, "Keep learning and keep doing new things. Believe in yourself above all. Sure, there are obstacles, and problems, I have experienced my fair share of them. But always remember that these are temporary. Move forward and trust that you will achieve success in the end."

INVESTOR LINEUP AND NEW SPEAKERS ANNOUNCED FOR WOLVES SUMMIT IN OCTOBER 19TH-21ST, 2021



London & Warsaw, 19th August 2021 - Wolves Summit, the largest startup technology conference in the CEE (Central and Eastern European) region today announced its most expansive investor lineup, also sharing news of the speakers and partners that will make this 14th edition of the Summit the most impactful yet.

Returning for its 6th year, Wolves Summit will bring together prominent industry influencers executives, influential media, and more than 1000 startups to explore the latest technology trends and innovations from Poland and surrounding European countries. This year's event includes over 15 topics including: IPO & Private Equity, Corporate Venturing, AI for Earth, Circular Economy, Technology Transfer, Embedded Finance, Manufacturing, 5G & IoT, Emerging industries, Healthcare & Sexual Wellness.

Focusing on the theme "Connections That Matter", the summit which takes place 19-21st October is set to become Wolves Summit largest event to date, attracting over 5,000 participants in-person and online. The in-person

event will take place for the first time in Wroclaw, Poland's hub of AI-innovation, hosted at Concordia Design. A fully immersive online event will run parallel to the in-person Summit, offering guests the same opportunities to connect, learn and engage 1:1 with the most influential voices, investors and partners in the CEE startup ecosystem.

An expected 200 speakers, investors and partners from across Europe are set to showcase the latest in tech innovation, offering inspiration, insight and opportunities to connect, including:

- Michał Dubisz, Country Manager, Bolt
- Stanislav Ivanov, Tera VC
- Donatella Calligaris - Flashpoint VC
- Francesco Cracolici - Nomadic Minds
- Nora Wagner-Varady - CEU Innovation Lab
- Thomas Koesters - Startup Heat Map by Deep Ecosystems
- Roderick Beer - UK Business Angel Association
- Ana Wolsztajn - Kaya VC
- Yoram Wijngaarde - Founder, Dealroom
- Franka Godina - Techstars Israel
- Zoltan Vardy - The Launch Code

- Peter Cowley - DeepTech Labs, Board Observer, UK
- Glen Waters - PwC Raise | Ventures
- Ola Miedzynska, CEO, Sx.Tech
- Vargha Moayed, Chief Strategy Officer, UiPath
- Boris Krumbrey, Global VP Automation Innovations, UiPath
- Ondrej Bartos, General Partner, Credo Ventures
- Ursula Morgenstern, President Global Growth Markets, Cognizant
- Reshma Sohoni, Founding Partner Seedcamp

Thought-leaders from influential international brands including Techstars, Raiffeisen Bank's Elevator Ventures, PwC Raise | Ventures, Microsoft, Ringier Axel Springer, NextTechNow by Publicis Groupe, UiPath, among others will be announced in the upcoming weeks.

Make your mark with priceless pitch competitions & match-making opportunities

This year's event will provide a new **CEE Innovation Track**, two startup pitching competitions, as well as matchmaking and investor events for startups, investors and executives.

Announced investors include:

- Oscar Ramos - SOSV
- Marcus Erken - Sunfish Partners
- Tessa van der Geer - Peak Capital
- Katarzyna Dąbrowska - InVentures
- Christina Aparicio - Cemex Ventures
- Bobbi Bidochka - TandemLaunch
- Zach Coelius - Coelius Capital
- Maxime Paradis - G. Ventures
- Owen Reynolds - Expon Capital
- Angelo Burgarello - AI Startup Incubator

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WEST AFRICA VIRTUAL EXPO 2021 the perfect online platform for companies around the world to meet, showcase their products and services, and interact with the largest distributors, suppliers, and importers from across Nigeria, Ghana, and West African regions.

Major Exhibitor Categories

- Automotive
- Building Materials
- Food & Beverage Industry
- IT & Electronics
- Industrial Machinery
- Consumer & Household
- Medical & Healthcare
- Plastic & Rubber
- Garments & Textiles
- Corporate Gifts & Stationary
- Opticals
- Printing & Packaging

BRIGHT EXHIBITIONS

WWE
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The Millennial Prime Minister Leading Finland

Sanna Marin is the Prime Minister of Finland and has been a member of the Parliament of Finland since 2015. After Antti Rinne left his post as Prime Minister, the Social Democratic Party of Finland selected Marin as their new candidate for the position of Prime Minister on December 8, 2019. Marin is currently the world's youngest serving Prime Minister, Finland's youngest-ever Prime Minister and Finland's 3rd female Prime Minister.

Written by Brianna Da Cruz

Marin was born in the capital of Finland, Helsinki, but was raised in Pirkkala, where she graduated from her high school in 2004. Her parents separated when she was a mere kid, and she was raised by her mother and her mother's female partner. She has constantly praised Finland's tolerance but acknowledged that same-

Image Credit: commons.wikimedia.org

I want to make sure that everyone can have a good life, no matter what their backgrounds are. That's what I'm interested in: the issues and finding ways to solve them.

sex relationships were barely discussed during the 1990s, let alone recognized as equal under the law. "There was silence about it," she said. "And I felt that silence. It didn't feel good, growing up, that there was this silence."

She described her family as a 'rainbow family', but they were under constant financial pressure. After her mother, who was an orphan, divorced her alcoholic husband and Marin's father, she survived on benefits provided by the country.

However, there weren't any early signs of Marin's extraordinary potential. Pasi Kervinen, her teacher at Pirkkala High School, called her "an average student", albeit one who always asked for extra homework at the age of 15 with the sole focus to improve her grades.

From a young age, Marin worked to decrease the financial burden on her family. She distributed magazines to earn pocket money during high school and also worked at a bakery. She then worked in retail alongside her university studies. Marin was the first member of her family to obtain a university degree. Talking about her early life, she says, "I have had first-hand experience of the challenges that people growing up in cash-strapped families face."

However, what set Marin apart from other financially struggling families is the state's role of a facilitator to address her suffering through social support and create opportunities that enabled her to make progress in life and define her career path. In many of her interviews right after she had taken office as the Prime Minister, she candidly expressed her gratitude to the country's social welfare policy. She dwelled on the fact that she would not have risen from her

humble roots to reach this stage in her life if it hadn't been for social support.

Her political wake-up call came in her 20s when she started contemplating that it was possible to improve hers as well as the circumstances of others around her. Marin, who at the time worked as a cashier in a bakery, joined the youth wing of the Social Democratic Party in 2006, and just two years later she ran for a seat on the Tampere City Council. Although she failed that time, she persevered and ran again in 2012 and was elected. Marin was made the Council's Chair the following year. She remained in that post after she ran successfully for Parliament in 2015. Due to her hard work, two years later, she was chosen as the first Deputy Leader of the Social Democrats and was re-elected to the city council.

However, Marin never let her career take centre stage in her life and gave equal importance to all aspects of her life. In 2018, she gave birth to her daughter, Emma, with her fiancée, Markus Räikkönen. Like many women, managing parenting and work, she said, "It was important for Markus and I to split our parental leave equally (each took six months off). So I could go back to work, and he could spend quality time with our daughter," she explained. "They have such a good relationship now. I think it's very important that fathers have the right to spend more time with their child because it's such a unique phase in your life. Our children are only young once."

She soon got back to work and effectively started serving the people in full swing. In the 2019 parliamentary elections, Marin retained her seat, and the leader of the Social Democrats, Antti Rinne, became Prime Minister. She was named the Minister of Transport and Communications.

However, after Rinne mishandled a pay dispute, he stepped down, and Marin replaced him as the Prime Minister on December 10, 2019. She made the global headlines that year when she was named the World's Youngest Prime Minister at the age of 34. She took the helm of a five-party, all-female coalition and became an icon in Finnish politics. Her agenda focused on bolstering Finland's social welfare program, focusing on social equality and tackling climate change issues.

Standing at the podium with her cabinet, she told a sea of journalists that she represented a younger generation, and she welcomed the international media attention. It was an opportunity to show the world "who we Finns are".

Once in office, she got straight to work; and made plans to tackle the issue of climate change. Her government has pledged to become carbon neutral by 2035. If successful, Finland would be one of the first countries in the world to achieve net-zero emissions. Traffic emissions will be cut 50% by 2030, Marin said, through a mix of public transportation initiatives, subsidies for renewable fuels and the development of new technologies. "It will also create jobs and opportunities for Finland. I don't think that fighting climate change means higher costs and a worse future. I think it's the opposite," she says.

Climate is the issue that brought Marin to politics at the young age of 20. "I think it was the frustration of noticing that the older generation didn't realize how important it is. Climate change is the issue that everybody in my generation thinks about. It is the Berlin Wall for our generation and the younger generation than me."

Another essential issue close to Marin's heart is equality; the government's Equality Programme includes policies to encourage parents to share responsibilities equally, close the gender pay gap, decrease domestic violence, and improve educational outcomes for children from poorer backgrounds and immigrant families.

However, despite her successes in handling the spread of the coronavirus in Finland, tackling equality and climate change, Marin said that she has dealt with the imposter syndrome; however, she adds, "Of course, I have also felt that maybe I'm not as good as people think. But when you spend more time in politics, doing your work, you realize that everybody is just a human being, and every job is the size of a person."

In conclusion, she says, "I want to make sure that everyone can have a good life, no matter what their backgrounds are. That's what I'm interested in: the issues and finding ways to solve them."

4 Tips By Marriott International To Improve Diversity And Inclusion In The Workspace

- Jessica Albuquerque



Diversity and inclusion in the workspace are the key pillars to success in a modern company. It shows that the organisations value the individual strengths and insights that employees from different backgrounds possess.

One company that has been making waves in the corporate world for its exemplar diversity and inclusion programs for several years is Marriott International. With over 7,600+ hotel properties and 30 top hotel brands in 133 countries and territories, Marriott International is one of the world's largest hospitality brands.

Not only is this multinational company an outstanding place to vacation, but it is also an outstanding workplace. The company was named as one of the 'Fortune 100 Best Companies to Work For 2021' and 'World's Best Multinational Workplaces 2020' by Great Place to Work and positioned in the first place on DiversityInc's list of Top 50 Most Diverse Companies in 2020.

Let us take a look at what makes Marriott a leader in diversity and inclusion amongst corporates.

1. Growth Targets And Goals

Though Marriott International is already an incredibly diverse company, they constantly set goals to improve themselves. They currently include 800+ open hotels owned by women and diverse partners, in fact, women-owned enterprises make up approximately 10% of Marriott's supply chain, but their current goal is to increase it to 1500+ hotels. As a multinational company, they also conduct business with over 4,000 diverse-owned companies annually and have vowed to spend \$1 billion with diverse-owned businesses in 2020. Setting a goal to increase diversity in the workplace will help your company strive faster towards it.

2. Diversity Programs And Initiatives

One of Marriott International's core values is 'putting people first', and they do that through their numerous programs and initiatives. For example, in Africa, Marriott International's The African Pride Crystal Towers Hotel and Spa collaborates with Infinity Culinary Training, a non-profit chefs' school to train students. The Kigali Marriott hotel also offers internships programs to the students of Akilah Institute for Women and have hired several graduates in supervisory positions. The company also has a long-standing partnership with over 30 diversity organizations that aid them with their diverse supplier program known as Exchanges.

3. Incorporate All Types Of Diversity

Companies often chalk diversity down to race and gender, but it is

so much more than that. Creating a generational workforce and one that embraces people with disabilities is just as important as a racially and gender-balanced workspace. Over the past two years, Marriott International has scored 100 on the Disability Equality Index and been named as one of the Best Places to Work due to their disability inclusion. The Marriott Foundation's Bridges from School to Work program has helped more than 19,000 young adults with disabilities find jobs in America with more than 4,800 employers, including Marriott International.

4. Create A Safe Working Environment

Fostering a safe and empowering environment for current and future employees is one of the best ways to prove that diversity and inclusion truly matter to your company. For example, in the summer of 2020, Marriott International's CEO and Global Chief Human Resources Officer joined other senior leaders for a series of virtual town halls called TakeCare Community Talks. They encouraged associates to share their ideas on how the company could build on their efforts to fight racism and create real change. Talks such as these provide employees with a platform to voice their opinions and feelings on issues that directly concern them. Companies can then use their feedback to implement strategies to improve their diversity and inclusion initiatives.

Having a diverse workforce helps your company represent the world we live in. It also shows your customers that you value all kinds of people equally regardless of their race, gender and disabilities. As Thomas Berry once said, "The greater the diversity, the greater the perfection."

Feedforward Or Feedback? Here's How To Pick The Right Management Strategy

- Jessica Albuquerque



Feedforward, a concept developed by business educator and coaching guru Marshall Goldsmith, refers to an approach where an employer gives their employee suggestions for the future and helps them in whatever manner they can. Here you eliminate any negative feelings that develop with feedback and instead create a sense of excitement and motivation as you are helping your employees plan for the future.

Here's how you can switch from feedback into feedforward:

1. Reinforce The Positives

The main reason why feedback doesn't work is that employers mainly focus on the negatives. In certain situations, when your employee has made a mistake, it is important to build them up rather than beat them down. A feedforward approach involves highlighting the things that your employee has done well. When you provide positive reinforcement, you cultivate an environment that encourages your team to work harder and not repeat mistakes again. The Disney Institute believes that positive reinforcement is one of the easiest and quickest ways to improve employee happiness and effectiveness. In fact, recognition programs are a major part of the organization's culture.

2. Focus On The Future Instead Of The Past

As an organisation, try implementing a forward-looking approach. According to Marshall Goldsmith, chances of achieving future success can be increased if we give people ideas on how they can be even more successful. For example, instead of asking your employee, 'Why didn't that work?' ask them, 'What did you want to have happened?' This creates a goal that your employee can work

towards in the near-term future. Having your inputs and suggestions on how they can achieve their goal also encourages them and results in accomplishment-driven work culture.

3. Implement Open Communication

Feedback has always been a one-way street from management to an employee but feedforward opens up the opportunity for two-way communication. Since feedforward is not judgmental but respectful and empowering, it cements avenues for improvement for superiors as well. American retailer Zappos firmly believes that transparency and two-way communication is what makes their internal and external communication effective. Building open and honest relationships with communication is one of their core values. With a feedforward approach, your employees can inform you about any management issues that they face without fear of a negative reaction. This can help you resolve any conflicts caused by a hierarchical model.

According to a research poll conducted by Gallup— an analytics and advisory company— only 26% of employees strongly agree that the feedback they receive helps them do better work. Research has also shown that feedback only improves performance about one-third of the time. So it's no surprise that companies such as Adobe, Accenture and Deloitte, to name a few, have shed the old approach of Feedback and are switching to Feedforward.

Switching from Feedback to Feedforward might not be the easiest but once you open the door towards continuous positive communication that revolves around future-focused plans, you will pave the way for achievement-oriented work.

Every boss knows that their business is only as good as their employees. That is why having a stellar workforce is an integral part of running a successful company. It would be unfair to say that every employee is perfect, to err is human, but the only way to better ourselves is by learning from our mistakes. Most managers and bosses believe that feedback pushes an employee's self-growth and improvement, but that's rarely the case. Pointing out an employee's flaws or shortcomings doesn't encourage them to strive harder, but it makes them doubt their own abilities and lower their motivation to work. So how can one help their employees improve and grow? Well, you can try switching from feedback to feedforward.

What's The Difference Between Feedback And Feedforward?

Feedback refers to informing an employee about what we think of their current performance and how they can better it. Simply put, feedback is akin to criticism, sometimes positive and sometimes negative. If not delivered properly, feedback can greatly demotivate a person and hamper their ability to learn.

Crafting Tales Of Wisdom

Paulo Coelho de Souza is a Brazilian lyricist and novelist and is best known for his novel *The Alchemist*. In 2014, he uploaded his personal papers online to create a virtual Paulo Coelho Foundation. His books have been widely translated into several languages, earning him the prestigious Guinness World Record for the most translated book by a living author. He has received much honour as a renowned writer.

Written by Brianna Da Cruz



Image Credit: commons.wikimedia.org

Paulo Coelho was born in the city of Rio de Janeiro situated in Brazil on 24 August 1947. His parents were devout Catholics and were stringent concerning their faith and religion.

As a young teen, Coelho wanted to pursue writing as his career. However, upon telling his mother, she responded by saying, “My dear, your father is an engineer. He’s a logical, reasonable man with a very clear vision of the world. Do you actually know what it means to be a writer?” However, Coelho continued to persevere.

At 17, Coelho’s unique way of life filled with introversion and strong resistance to following the traditional path led his parents to commit him to a mental institution while worrying about his antisocial tendencies. Coelho escaped three times before he was finally released at the age of 20. Coelho later commented, “It wasn’t that they wanted to hurt me, but they didn’t know what to do. They did not do that to destroy me, they did that to save me.”

After getting out of the institution, Coelho enrolled in Law School following his parent’s wishes and abandoned his lifelong dream of becoming a writer. However, this was not long-lived; just a year later, he dropped out of college and lived as a hippie, travelling across the world to North Africa, South America, Mexico, and Europe.

He spent his youth as a songwriter working for Raul Seixas, one of Brazil’s famous rock stars at the time. Composing music with the rock star led to Coelho

“What is the world’s greatest lie?” the little boy asks. The old man replies, “It’s this: that at a certain point in our lives, we lose control of what’s happening to us, and our lives become controlled by fate. That’s the world’s greatest lie.”

being associated with occultism and magic due to the content of his songs. In 1974, Coelho was arrested for ‘subversive’ activities by the ruling military government in Brazil, who had come into power ten years earlier and viewed his lyrics as left-wing and dangerous. Taken prisoner by this government, Coelho was tortured using electric shock to the genitals. However, he admitted that the experience was a traumatic one yet does not regret it.

This incident had a tremendous impact on his life, and he decided to take a break from the rock’n’roll lifestyle. During this period, Coelho was contemplating his purpose in life and remembered his parent’s advice to him to be a lawyer and lead a good life. He resigned to their idea of perfect and got a job as a lawyer and married a devout catholic woman. Between 1975 and 1982, he says he was ‘normal’, leading a life of routine encounters, regular meals and stable paychecks. But Coelho says, “It soon turned out that I could not stand to be normal.”

He soon left his wife and the country to travel the world with Christina Oiticica, his current spouse. In 1980, Coelho married artist, Christina and they currently reside in Geneva, Switzerland.

In 1986, during his travels, Coelho met a stranger in an Amsterdam café who told him to make the traditional Roman Catholic pilgrimage to Santiago de Compostela in Northern Spain. He walked the 5000 plus mile road of Santiago de Compostela that inadvertently was a turning point in his life. During the challenging walk, Coelho had a spiritual awakening, which he described autobiographically in *The Pilgrimage*. Coelho explained, “I was very happy in the things I was doing. I was doing something that gave me food and water – to use the metaphor in *The Alchemist*, I was working, I had a person whom I loved, I had money, but I was not fulfilling my dream. My dream was, and still is, to be a writer.”

This epiphany put Coelho put things in perspective for the author and he soon left his lucrative career as a songwriter and pursued writing full-time. In 1982, Coelho published his first book, *Hell Archives*, which unfortunately failed to

impact his readers substantially. After his pilgrimage to Santiago de Compostela in 1986, Coelho wrote *The Pilgrimage*, published in 1987. While overcoming his procrastination to launch his writing career, Coelho said, “If I see a white feather today, that is a sign that God is giving me that I have to write a new book.” Coincidentally he found a white feather in the window of a shop and began writing that day and has continued ever since.

The following year, he wrote *The Alchemist* and published it through a small Brazilian publishing house that made an initial print run of 900 copies. Coelho recalled, “Not long after it came out, my publisher said, ‘It’s not selling.’ And I said, ‘Give it some time,’ and they said, ‘No, this book is never going to work.’ But there is a sentence in the book that says, ‘When you want something, all the universe conspires in helping you to achieve it.’ And I thought to myself, I wrote this so I have to live by it.”

Emboldened by his own words, Coelho approached a different publishing house, which printed the book – and made it a legend of self-help literature. It performed so well that HarperCollins decided to publish the book in 1994. Soon the book became an international bestseller.

Since then, 65 million copies of *The Alchemist* have been sold worldwide; an unprecedented number exceeded only a handful of classics. All in all, Coelho has sold over 150 million books, which have been translated into about 60 languages. From Pinochet to Clinton, Putin to Madonna, celebrities and political figures worldwide have sworn their allegiance to the Coelho fan base. In addition to this, Coelho is the most quotable living author, simulataneously, *The Alchemist* is the most quoted book after *The Bible*.

Concluding with an infamous quote by the renowned author in *The Alchemist* that is befitting for the pandemic; that sums up taking control, especially in turbulent waters, “What is the world’s greatest lie?” the little boy asks. The old man replies, “It’s this: that at a certain point in our lives, we lose control of what’s happening to us, and our lives become controlled by fate. That’s the world’s greatest lie.”

The Syringe That Saved A Million Lives



Marc Koska is the Founder of the Safepoint Trust and the inventor of the first auto-disable syringe in the world that was successfully mainstreamed. Since beginning his work in the late 1980s, Koska has been credited with saving 10 million lives, changing WHO policy and ensuring best practices on the ground through advocacy and campaigning.

Written by Sherlyn Gomes

Marc Andrew Koska was born in the city of Bournemouth. He attended Stowe School, an independent boarding school for boys (now co-educational), in the village of Stowe near Buckingham, in Buckinghamshire. After completing his education, Koska said, “I didn’t want to go to university, so I thought I would wander around. I did a season skiing, a bit of sailing, typical spoilt brat stuff. I ended up in the Caribbean. I was having a blast.”

Image Credit: commons.wikimedia.org

But that was short-lived, while he was in the Caribbean, he found himself amid the global HIV/AIDS crisis. While there, he accidentally stumbled upon the newspaper article that would be the catalyst for a 30-year journey to turn a great idea into a globally adopted reality. The article predicted the spread of HIV through the reuse of medical syringes.

“I knew then exactly what I wanted to do. I read everything I could about the disease and spent the next three years finding out about the problem.” After that, Koska spent three years in England where he worked as a decorator and painter and spent all of his spare time in a library or meeting syringe manufacturers, finding out their prices, travelling to immunisation camps, factories, warehouses to learn more about the issue.

Koska said, “I made sure I knew as much as possible that there was to know about the syringe and what it had to do.” In his research, he concluded that the solution to a multi-use syringe had to be simple, made on existing machinery and, importantly, sold at an affordable price. He continued, “What I had observed is that syringes are used a number of times on innocent patients, from one patient to another. If someone is ill, that illness can go from one person to the other who is injected.”

“Get ready to be special, and I don’t want to come out with all the clichés—be persistent, follow your dreams and it will come true—because, sure, all those are true, but it will only get you to the middle ground. To be special, you have to really value the potential results of your dreams rather than money and security, which does not come with just any job.”

Koska recalled an incident he captured on a hidden camera in a hospital in Tanzania, “The clip showed a teenager diagnosed with HIV and Syphilis walking into the room. The nurse can be seen taking a syringe from the tray and administering the drug to him. The syringe used by the nurse has trouble penetrating the patient’s skin as the needle has been used countless times before. The patient leaves and the nurse returns the syringe to the tray. The next patient walks in, a mother with her one-year-old daughter. The clip further shows the nurse picking up the same syringe and using it on the child.”

This bizarre incident narrates the horrifying role that injections play in the spread of diseases. Every year, an estimated 20 million people worldwide contract HIV, typhoid, malaria, hepatitis and other diseases while getting medical care.

Koska knew he had to rectify this mistake and spent the next few years hunting for manufacturers, finding funding streams and turning his idea into reality. The end product was a syringe (K1) that could be made on existing equipment but with a minor, significant modification that it would fall apart after one use. K1 syringes cannot be used more than once ensuring that the next patient has a sterile and safe injection.

His journey to launch the product was paved with a myriad of challenges. Koska said he received a lot of resistance, saying, “We’re not ready for this radical change yet, so everything was thrown at me: from death-threats, to factories being bull-dozed on opening, to bribery and organisations taking away tenders and contracts from us. I went through the whole range of challenges on the journey.”

Koska’s invention took 14 years to take root that eventually led to his first sale. He explained the delay, “Manufacturers make money as syringes are a commodity. They weren’t interested in making safer syringes because there was no guarantee that they would sell.” However, this all changed when Koska made his first sale to UNICEF in 2001. They started using the auto-disable syringes, and that gave great credibility to the product.

In 2005 Koska founded The SafePoint Trust, a registered charity dedicated to educating children about the issue of reusing needles. One of the trust’s first campaigns was in India, but Dr Anbumani Ramadoss, Minister of Health, refused to see him. He informed the media, which immediately published the headlines, ‘Ramadoss refuses to see Syringe Guru.’ More than 240 newspapers printed the story within just five days. This exposure helped Koska spread his message of ‘One Injection, One Syringe’ and the people of India listened.

Simultaneously a video was released to back up the campaign that culminated in a meeting with the Health Minister, who then made a landmark announcement to put a policy in place to recommend auto-disable syringes in health centres and government hospitals in India.

Another considerable success was the World Health Organization’s global campaign in 2015 to eradicate the dirty needle. After years of lobbying, Koska recalled, “I was at a conference with Margaret Chan, the Director General of the World Health Organization. I wouldn’t leave her alone until she agreed to see me for a formal meeting. I explained to her exactly how we could effect change and save millions of lives each year through the use of single-use syringes. I said to her that if you write the policy, I’ll make this whole thing work.” This led to the global campaign with new guidelines stipulating that every injection must come under scrutiny and be safely engineered.

Koska has sold more than six billion single-use syringes since his first sales back in 2001. He has received multiple awards, including the Fogarty Institute for Innovation’s Tech Award, The Economist’s Innovation Award, and the Order of the British Empire for his contribution to global healthcare.

In conclusion, his advice for budding entrepreneurs is, “Get ready to be special, and I don’t want to come out with all the clichés—be persistent, follow your dreams and it will come true—because, sure, all those are true, but it will only get you to the middle ground. To be special, you have to really value the potential results of your dreams rather than money and security, which does not come with just any job.”



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