

CATALYZE.

BY IDEAGEN

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2019 IDEAGEN
GLOBAL
LEADERS LIST

Achieving the 2030 Global Goals

3 key Lessons that have the potential to
change the world - AARP's Jean Accius



PLUS

2019 Global
Leadership
Awards

Atul Tandon, CEO Opportunity

Editor's Note



Ideagen was created with a single goal in mind: to change the world. It is the platform where the world's leading organizations from across sectors come together to create innovate, and collaborate. Our by-invitation member base draws broadly from the leaders from the corporate, non-profit, and public sectors and is designed to harness the models, practices and solutions each member brings to the table to create catalytic scale to address the world's most vexing issues.

A famous theory states there is no more than six degrees of separation between individuals. Ideagen is a zero degree platform for cross-sector collaboration by serving as the catalyst for influential across-sector lines to come together and discuss key issues affecting our nation and the world.

George Sifakis

GEORGE SIFAKIS

**Editor-in-Chief &
CEO - Ideagen**



Pictured T to B
Dawn Sweeney
The Late Dr. Stefanos Gialamas
Asahi Pompey

06.04.20

Annual Ideagen Global Innovation 2030 Summit Washington, DC Hosted by Microsoft

Hear Global Insights, Trends and Solutions presented by Leaders, Disruptors and Luminaries from the world's leading Brands, Companies, NGOs, Trade Associations and Public Sector with topics including AI for Good, Cloud, Disruption of Aging, Accessibility, Data for Good, Entrepreneurship, Cloud, Blockchain, Workforce, Finance, Technology, Media, Hospitality, Education, Health, Innovation, Science, Global Policy, Film, and much more...

GLOBAL

Global Expansion

Microsoft's Gretchen O'Hara and Women in Cloud's Chaitra Vedalluppuli outline the vision for global expansion in partnership with Ideagen



Since its formation two years ago, Women in Cloud, a community-led initiative built to empower women-led technology businesses to drive growth through cloud solutions and services, has become a leading community and resource for women innovators all over the world. A key initiative within the Women in Cloud community is the Microsoft Cloud Accelerator Program, an immersive 6-month program designed to help women-led companies start

and build their businesses through Microsoft and its cloud distribution channels. Today, as we kick-off the second accelerator cohort of women entrepreneurs in the greater Seattle area, I'm proud to announce that Microsoft, in partnership with IdeaGen and Women in Cloud, will extend the reach of its Accelerators to eight additional countries, with programs planned for: Canada, France, Germany, India, Kenya, South Africa, the UAE and the UK.



**JOIN THE
MOVEMENT**



**Lori Longthorne, Strategic Communications Manager,
Alaska Airlines on Ideagen TV on LinkedIn Live**

George: Welcome to Ideagen T.V. Today we have with us Lori Longthorne from Alaska Airlines. Lori, welcome.

Lori Longthorne: Hi, George. It's great to see you again.

George: So great and incredible to be reporting live here from the Women In Cloud Summit at Microsoft in Seattle.

Lori Longthorne: Yes, I agree. I love it. I was driving in this morning and it was like coming back home

George: That's awesome.

Lori Longthorne: As you know, I used to work at Microsoft. I was here 18 years.

George: Incredible.

Lori Longthorne: And so I've got my start here in technology years ago.

George: Well, Ideagen is partnered globally with Microsoft to expand the mission. And together with Microsoft we're also partnered with Women In Cloud helping to expand that mission and that vision, and the movement.

Lori Longthorne: Great.

George: Lori, why is today so special for you?

Lori Longthorne: Yep. I've done a lot of work over the years to make sure that there's opportunities for young girls in math and science with STEM. 20 years ago through Microsoft, we actually started a non-profit called IGNITE, Inspire Girls Now in Technology Evolution to make sure that there's opportunities for young girls. So it's always been a passion. It's really exciting not only to give back, but also make sure that you continue to develop your own skills.

George: Exactly.

Lori Longthorne: So for today it's making sure that I'm staying current with technology, learning new skills in cloud. And most importantly, networking. I think that's one of the great opportunities we have at the Women In Cloud event is to grow our network with women.

George: Incredible. Incredible. And so at Ideagen, we hold the backdrop of the UN's global goals, those 17 global goals as a backdrop. Why are these global goals so important to you and Alaska Airlines?



Chairman of the Board, Dr. Sidhant Gupta, speaking at this years Women in Cloud Summit at Microsoft's Headquarters.

Lori Longthorne: Yeah. Yes. So in my role at Alaska Airlines, we're always focused on an amazing customer experience. As you know, we've won several awards, several-

George: That's right.

Lori Longthorne:... J.D. Powers Awards for our great service.

George: Yes, you did.

Lori Longthorne: Always taking care of our clients, our guests, our employees. And leveraging emerging technology. So for me of the goals, it's all about inclusion.

George: Yeah.

Lori Longthorne: Because the more inclusive workforce that we have, the more inclusive solution we're delivering for our customers. So we service millions of customers all year that fly with us.

George: Incredible.

Lori Longthorne: So the more inclusive we are in using technology solutions, we're meeting their needs.

George: Incredible. And to be sitting here at Microsoft, it's even more apropos. And so where do you see this movement? This Women In Cloud movement-

Lori Longthorne: Yes.

George:... going?

Lori Longthorne: Yeah. Oh, my gosh. It's taken off. It has really taken off over the last few years. I've kind of watched it. And now it's really great to actually be part of it. So one of the things I was really excited about this morning was, everyone committed to an action.

George: That's right.

Lori Longthorne: So one of the big key takeaways for me is action. What are we all going to own going forward?

Because once we all take an action, we all individually can own something and make change. So it's all about driving that change. Drive the change here through the great work you are doing with Ideagen-

George: Thank you.

Lori Longthorne: ... and the United Nations as well.

George: Thank you.

Lori Longthorne: So everybody doing what they can and working together, being action oriented and focused together.

George: Well, that's a great message. Lori Longthorne, Alaska Airlines. Reporting live here at the Women In Cloud Summit. Ideagen T.V.





EXCERPT FROM POWERCHAT JEAN ACCIUS AND STEFANO SCARPETTA

Jean Accius: I would like to kind of start off our conversation really kind of talking about our partnership with OECD, and for the last two decades we've been on this journey to elevate the issue of aging and longevity as a transformative global, mega trend. In recent years that has included the impact on employment and the labor market. Can you say a few words about why this issue has become a priority for OECD and its member countries?

Stefano S.: Thank you Jean. Good morning to all of you. It's been a great pleasure to be here. Thank you to AARP. Thank you for inviting me today, but actually thank you for a long journey together on analyzing the issues associated with the aging, but actually doing better for everyone, including older people, older workers. Let me just start with some, what I think are good news because if we look around, not just the United States of course, but all of the OECD countries, we see that we are living longer, and actually we are living longer in better health. Just in the OECD countries over the past 10 years, we have seen a significant increase in life expectancy, but actually when we look at how many of the additional years of life of people spend in good health, this has been the vast majority of that increase. So we are living longer, we are living longer in good health, and I think many people would like to continue to contribute to our economy, to our society for a longer period of time. The other, I think what I think is a good news, is that when we look at participation into the labor market, you know that actually the US is one of the few countries in which labor force participation has declined over the past decade. But when we look at people 55 to 64 and actually 65 to 69 these two groups have increased, so they're participating more into the labor market. When we look at the other OECD countries, we see that throughout the crisis, the global financial crisis and the recovery, which in the US has been very long, prolonged, we have seen no decline whatsoever in participation of older workers. This is the only age group that has continued to increase a trend that was there before of increasing participation into the labor market. So older people, people from 55 on are participating more and actually they are making a stronger contribution to our economies.



8 BILLION X 2030 - IDEAGEN GLOBAL LEADERSHIP SUMMIT

Excerpts from Microsoft US CTO Jennifer Byrne PowerTalk

Jennifer Byrne: Nice to see you. I'm going to talk about a topic that I am not an expert on. It's the digital workforce and the future of work. And I know there are at least a few of you in the audience who actually devote your career to this topic. So I have two preambles before I start in a very short... Number one is everyone read a Malcolm Gladwell book, or at least know who Malcolm Gladwell is. I took a course online that he offered on how to write, he's fascinating, he is one of favorite people. And he has this concept that when he researches an idea, he feels no obligation to tie up the idea in a nice, neat bow and have a wonderful logical conclusion at the end of it. Speaker 1: If you read his books really carefully, what you'll find at the end of a lot of chapters, is he just leaves the question unanswered and moves on to the next topic. And so that's what's going to happen here. I have a lot of half formed ideas and some thoughts and maybe more questions than answers, but that was one of the reasons why I was so excited when George invited me here because I think you guys might be the right people to pose these questions to. So if at the end of this session or throughout the day, you have any feedback for me, or just anytime, I would love to hear it. Speaker 1: So that's preamble number one. Preamble number two is related. It's, how does a CTO end up talking about the future of work. I'm not an economist, I don't work in Department of Labor. I don't think about these things very often. But the reason why I care is because technology is so well infused into society, that you end up being kind of the digital ambassador in a lot of different conversations where you're not the expert, but you do bring a little bit of expertise. And the conversation that's been so fascinating for me and many others in the tech industry, and Microsoft is what skills people need in order to thrive in the jobs they have, or thrive in the jobs that they want.



OPPORTUNITY INTERNATIONAL'S, ANDREW MCCUSKER AND 3 KEY LESSONS THAT HAVE THE POTENTIAL TO CHANGE THE WORLD

"The first one would be don't be afraid to take a risk in your career and do something different that you believe in. At the end of the day, we have like large safety nets sitting behind us relative to a lot of people particularly in the markets that we work in. Take that risk and try something new. If it doesn't work, it's kind of easy to resume the old past if you need to. They're typically like without ... I think people tend to be too conservative in my view and not take risks."

"The second might be to develop ourselves. Develop new skills, new experiences, don't be afraid to say yes to things that you're not comfortable with. Certainly in this industry, it happens all the time. We work in very uncertain environments, like the school environment is very uncertain in a lot of different countries that we're not used to dealing with. It's all fun and kind of part of the journey."

And the third one is develop a team around you that is sort of interested not just in work but outside. I think I'm really privileged in education finance program at Opportunity International to work with like a team of people reaching across every continent across the world that have backgrounds that are necessarily different from mine and imagine the amount that we learn from each other is so cool.





2019 GLOBAL 100 LEADERS LIST

100

The 2019 One Hundred List

100 Global Leaders

Changing the World

The 2019 Annual Ideagen Global 100 List is a qualitative list of the 100 most impactful leaders dedicated to achieving the Global Goals by 2030. The qualitative list includes global leaders and luminaries, CEO's, Artists, Athletes and Visionaries who are leading in their respective sector to change the world!

100 The 2019 Ideagen 100 List

100 Global Leaders Changing the World to Achieve the Global Goals by 2030

Melinda Gates - Pivotal Ventures	Ailieen Lee - All Raise
Satya Nadella - Microsoft	Mike Roman - 3M
Judy Marks - Otis	Craig Jelinek - Costco
Sharon Price John - Build-a-Bear	Cathy Engelbert - Deloitte
Ginni Rommetty - IBM	Jeff Weiner - LinkedIn
Bill Gates	Chantal Line Carpentier - UNCTAD
Nathan Myhrvold - Intellectual Ventures	Safra Catz - Oracle
BJ Moore - Providence St. Joseph Health	Ursula Burns - Veon
Alex Gorsky - Johnson & Johnson	Larry Merlo - CVS Health
Jim Clifton - Gallup	Randall Stephenson - AT&T
James Keach - PCH Films	Mary Dillon - Ulta
Dr. Rod Hochman	Michele Buck - The Hershey Company
Tim Cook - Apple	Doug McMillon - Walmart
AJ Banga - Mastercard	Tricia Griffith - Progressive Insurance
Mark Parker - Nike	Corie Barry - Best Buy
Robert Iger - The Walt Disney Co.	Lisa Davis - Siemens AG
Asahi Pompey - Goldman Sachs	Lynne Doughtie - KPMG
Stacy Haller - Bright Focus	Ray Dalio - Bridgewater Associates
Chaitra Vedullapalli - Women in Cloud	James Quincey - The Coca Cola Company
Jo Ann Jenkins - AARP	Michael Dell - Dell Technologies
Ben Brown - American Youth Association	Peter Thiel - Founders Fund
Steven Tingus - Hollywood Leader	Kathy Warden - Northrup Grumman
Masoyoshi Son - SoftBank	Robert F. Smith - Vista Equity Partners
David Rubenstein - Carlyle Group	David Abney - UPS
Ted Leonsis - Monumental Sports	Gregory Hayes - United Technologies
Gal Gadot - Actress	Daymond John - Shark Branding
Adena Friedman - Nasdaq	Brian Chambers - Owens Corning
Blake Nordstrom - Nordstrom	Jim Hackett - Ford Motor Company
Marillyn Hewson - Lockheed Martin	Lachlan Murdoch - Fox Corporation
Mary Barra - GM	Lynsi Snyder - In-N-Out Burger
Julie Sweet - Accenture	Kevin Sneader - McKinsey
Phebe Novakovic - General Dynamics	Bill McDermott - ServiceNow
Amina Mohammed - United Nations	Reese Witherspoon - Actress
Ivanka Trump	Dana Walden - ABC Entertainment
Anne Wojcicki - 23&Me	Shari Redstone - CBS Viacom
Queen Elizabeth II	Tom Hanks - Actor
Stacey Cunningham - NYSE	Ibtihaj Muhammad - Olympian
Gail Boudreaux - Anthem	Kathleen Kennedy - LucasFilm
Ruth Porat - Google	Kristine Belson - Sony Pictures
Oprah Winfrey	Jennifer Salke - Amazon Studios
Sheryl Sandberg - Facebook	Jennifer Morgan - SAP
Kirsten Green - Forerunner Ventures	Mary Callahan Erdoes - JP Morgan Chase
Jessica Alba - The Honest Co.	Lynn Good - Duke Energy
	Oksana Masters - Olympian



THE IDEAGEN GLOBAL GOALS 2030 - EMPOWERING WOMEN & GIRLS SUMMIT

Global Leaders from the world's leading Brands, Companies, Trade Associations, NGOs and Public Sector convened at the Annual Ideagen Empowering Women & Girls 2030 Summit at the United Nations Headquarters in New York City on September 13, 2019 to discuss solutions to achieve the Sustainable Development Goals (SDGs) by 2030. George Sifakis, Global Chairman, CEO and Founder of Ideagen Global, shared insights on the overall objective and mission of the summit and achieving the SDGs. Ideagen serves as a global accelerator of solutions and scale. Its objective is to nurture and strengthen connections and communication between organizations, which, together, have the ability to create innovative solutions to some of the most vexing issues of our time. Inspirational conversation took place at the Summit featuring the participation of companies' leaders from Microsoft, Coca-Cola, Sodexo, Feeding America, IBM, Goldman Sachs Foundation, AARP, Limitless Solutions and others.

Ms. Daniela Bas, Director of UN DESA's Division for Inclusive Social Development highlighted that the role of the CEOs today is to make sure the SDGs are incorporated in the company policies and practices. She also advised the youth to think about social protections floors, safety nets and bringing solutions to promote a healthy community and planet. UN DESA also participated in the panel discussion moderated by Limitless Solutions on how technology can be used as a powerful tool to empower women and girls with disabilities, reducing social stigma, and allowing active participation in cultural life, leisure and sports.

For more information about the event, please visit: <https://www.ideagensummits.com/>

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Microsoft's, Kate
Johnson, speaking at
the Annual Ideagen
Global Innovation
Summit.

Edited by By Ideagen Global Vice President -
Christian Angelson