VOL 08 • ISSUE 04 • JUNE 2023

TRADEFLOCK

TOP 10 INSPIRATIONAL CEOs IN USA 2023

SPOTLIGHT

STARTUP BOARDS- WHY DO THEY MATTER MOST

MODERN CEOs PRIORITIES

BIG TAKE

STARTUPS AND ENTREPRENEURSHIP IN SMART CITIES

AI IN CYBERSECURITY: WHAT'S NEXT

TRADEFLOCK

JOURNEY OF LEADERS

Vol 08 • Issue 04 • June 2023

Editor Note

THE JOCKEY WINNING THE RACE

New trends bring new challenges, and if the trends are driven by events like COVID-19, it makes adopting the changes a herculean task. Especially for the business leaders, those time were trying and testing. Analysing the changing business needs, finding the best solutions to them, adapting the business model accordingly, implementing them into business functions without disturbing the existing models, training employees and ensuring the same level of customer deliverables and satisfaction are met, were just some of the big bulls the CEOs had to deal with.

However, those times are passé. The time post pandemic has brought in newer set of challenges for the CEOs. Two of them are retention of talent and continuous business transformation. While the 'great resignation' is here, and remember we can't unsee it, CEOs are working along with their HRs to find an answer to putting a semicolon, if not a full stop, to it. As employees have tasted the benefits of work from home, they are no longer willing to return to office but balance their life with the hybrid work model. Now while some of the biggies in the industry have supported 'return to office', talents are in search of companies that can provide them the best of both the worlds, while also enabling continuous learning and growth.

On the other hand, while businesses suddenly went digital due to the lockdowns, several companies started serving global clients. This open market brought in more competition, forcing companies to be innovative in all of their approaches. So how are the CEOs coping up with these changes and ensuring they stay ahead of the game? Our current edition of '1Top 10 Inspirational CEOs in USA 2023' bring to you the answer to this. TradeFlock spoke to several leading CEOs from across the industry to understand their strategies, their expertise and how they are dealing with the new challenges. The bonus is their word of wisdom for the young and enterprising CEOs.

Vipin Kumar

Editor, Tradeflock

vipin@tradeflock.com

TOP 10 INSPIRATIONAL CEOS IN USA 2023


08

Brian Roberts
Chairman & CEO,
Comcast


12

Charles Meyers
President & Chief Executive Officer,
equinix


18

Jessica Skon
Global Chief Executive Officer,
BTS Group

SPOTLIGHT

10 The Definition Of Best In The Business Leaders

14 Startup Boards - Why Do They Matter Most

20 Modern CEOs Priorities

24 India Origin CEOs


22

Karen Lynch
President and Chief Executive Officer,
CVS Health


26

Scott McIntyre
Chief Executive Officer,
Guidehouse

BIG TAKE

17 AI in Cybersecurity: What's Next
By Henry Solomon

29 Startups and Entrepreneurship in Smart Cities: Opportunities and Challenges
By Rajendra Inani

EDITORIAL NOTE

07 The Secret Of Managing Mental Health

LIST OF

TOP 10 INSPIRATIONAL CEOs IN USA 2023

NAME	DESIGNATION	COMPANY
Brian Roberts	Chairman & CEO	Comcast
Charles Meyers	President & CEO	equinix
Jessica Skon	Global CEO	BTS Group
John Fennelly	President & CEO	Lionbridge
Karen Lynch	President & CEO	CVS Health
Kiumars Hamidian	Managing Partner	BearingPoint
Nick Studer	Chief Executive Officer	Oliver Wyman
Rich Hume	Chief Executive Officer	TD Synnex
Scott McIntyre	Chief Executive Officer	Guidehouse
Vess Pearson	Co-Founder & CEO	Aptive Environmental


OVERDRAFT PROTECTION?
Until you know what it really means, it doesn't mean much.
Talk to us. We'll teach you everything you need to know to bank smarter.
Beneficial BANK
Your Knowledge Bank
facebook.com/beneficialbank
Member FDIC

THE SECRET OF MANAGING MENTAL HEALTH

“The World Health Organisation estimates that depression and anxiety — among the more prominent mental health issues — cost the global economy $1 trillion a year in lost productivity.”

CEOs are like superheroes, working for long hours, around the clock – in all conditions. It all goes with immense pressure without breaking a sweat. Though performance and behaviour go hand-in-hand, mental health has always been sidelined by organisations. However, with the World Health Organisation terming burnout as an “occupational phenomenon”, businesses have revealed their soft side in how they discuss and address mental health in the workplace.

As GenZ hits the work space, the paradigm has shifted, requiring a greater awareness of mental health. Since GenZ puts extra stress on the table, it provides a meaningful space to talk about the mental health of senior executives who are under constant pressure.

Not just senior executives, the story of new recruits is the same.

The pandemic has challenged senior management around the world in a way that was unthought of prior to 2019. The wave of volatility, uncertainty, and ambiguity affected everyone in the business, not just CEOs.

As per a recent survey conducted by Oracle with 12,000 people across 11 countries, more c-suite professionals have experienced mental health issues than employees. They are more likely to struggle with fatigue and prolonged stress.

What's taking a toll on a C-Suite's mental health and how to cut this?

The pressure to “lead by examples” and “be the best” means senior executives have to follow the culture of overwork. While preparing for the worst cases, C-suite professionals juggle multiple tasks at once, which leads to constant anxiety. The pandemic and hybrid work culture triggered and exacerbated the complications, bringing new stress.

Another reason behind the CEO’s stress talk is loneliness. In the top position, you cannot share your thoughts with anyone. Regardless of what is going around, as leaders, CEOs and senior executives have to be positive and strong frontliners.

To fight against the ongoing stress and mental health issues, CEOs have to break the chain of overwork and change the way they tackle uncertainties. Despite physical exhaustion after long working hours, most senior executives romanticise the culture of overwork. There is a misconception that working for long hours means more success, which is actually driven by the glorification of overwork in some organisations.

Moreover, senior executives also need to find an open room to work in; after all, they also have the same heart – just like the employees. Serenity in leadership often leads to loneliness. Employees can lean on their leaders but leaders cannot, but today’s C-suite professionals need to reconsider their values and find someone to confide in.

TRADEFLOCK™

JOURNEY OF LEADERS

TOP 10 INSPIRATIONAL CEOs

in USA 2023

Pioneering Comcast Evolution

BRIAN ROBERTS

Chairman & CEO,

Comcast

In the ever-evolving world of media and technology, Brian Roberts emerges as an illustrious leader, pioneering Comcast Corporations with his visionary leadership and style. From his early days at the Wharton School at the University of Pennsylvania to his current stewardship as Chairman and CEO, Roberts' journey is a testament to the transformative power of strategic acumen and continuous commitment to innovation. Through a profound understanding of industry dynamics and a relentless pursuit of excellence, Brian Robert has propelled Comcast to the forefront of the media landscape, reshaping how we consume entertainment and communicate in the digital age.

Brian Roberts' journey into the world of media and telecommunications began after graduating from the renowned Wharton School. Mr. Roberts has been a prominent figure in the telecommunications industry, serving as Chairman of the National Cable and Telecommunications Association (NCTA) during crucial periods of deregulation, including from 1995 to 1996 and again from 2005 to 2007. He also held multiple terms as chairman of CableLabs from 1999 to 2005. Rising through the ranks, he assumed diverse

We clearly want to focus on building Peacock... but we're very much a content provider.

leadership roles, including the corporation's President, before being appointed as the Chairman and CEO, steering Comcast into a new era of prosperity and innovation.

A series of transformative milestones have punctuated Roberts' stewardship of Comcast. Under his guidance, Comcast evolved from a regional cable provider to emerge as a Fortune 100 juggernaut, with annual revenues surpassing $122 billion. Moreover, the strategic acquisitions of NBC Universal and Sky have expanded Comcast's global footprint and positioned the company as a dominant force in the world of media and technology.

A profound commitment to excellence, integrity, and innovation lies at the core of Brian Roberts' leadership style. He follows a collaborative and inclusive leadership style, fostering a culture of creativity and empowerment within Comcast's ranks. Roberts' visionary thinking and adaptability have enabled Comcast to navigate the complexities of technological disruption with agility and resilience, propelling the company to new heights of success.

Beyond the boardroom, Brian Roberts is a beacon of philanthropy and community engagement. His steadfast dedication to youth development programs and charitable initiatives reflects his commitment to social responsibility. Despite numerous achievements in the world of media and technology, Roberts remains grounded, guided by a sense of purpose and a desire to bring positive change in the world.

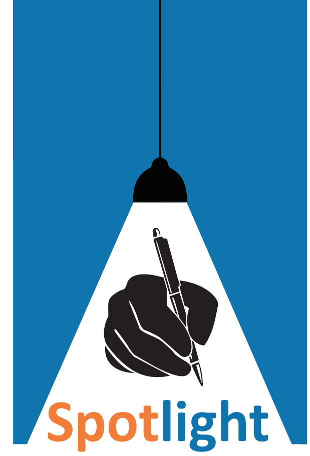
Roberts' leadership journey is not complete without mentioning its share of challenges and setbacks. In 2022, the launch of Peacock, Comcast's direct-to-consumer streaming service, faced huge losses. However, Roberts' resilience, strategic vision, and unparalleled determination enabled Comcast to emerge stronger and more resilient than ever before. The company initially forecasted that Peacock would reach the break-even point by 2025, but Cavanagh suggested that this timeline might be extended beyond the original expectation.

Throughout his illustrious career, Brian Roberts has received numerous accolades and awards, each a testament to his extraordinary leadership and contributions to the industry. He achieved recognition from Barron as one of the "World's Top CEOs," earned the title of "Business Leader of the Year" from Fortune magazine, and was acknowledged as one of America's premier CEOs by Institutional Investor magazine for the 18th consecutive time. Brian has also been recognized with the Humanitarian Award by the Simon Wiesenthal Center and the Gold Medal for Distinguished Achievement by the Pennsylvania Society. Moreover, he received the Legend and Leadership Award from the Chief Executive Leadership Institute at the Yale School of Management.

Looking ahead, Brian Roberts sees a future where Comcast continues to push the boundaries of innovation and redefine the customer experience. By employing cutting-edge technologies and strategic partnerships, he aims to position Comcast as a global leader at the forefront of the digital revolution. His unwavering commitment to innovation and customer-centricity underscores Comcast's dedication to shaping the future of entertainment and communications, ushering in a new era of possibilities and opportunities.

You got to be able to make money... And we believe we can do that.

Brian Roberts' leadership is a testament to the transformative power of vision, resilience, and innovation. As Comcast continues to navigate the ever-evolving media and technology landscape, Roberts remains an example of inspiration and guidance, steering the company toward a future defined by excellence, growth, and enduring success. His legacy will endure as a testament to the power of visionary leadership in shaping the destiny of organizations and industries alike, inspiring generations to embrace innovation and the future with courage and conviction.



WHAT DOES "BEST" LOOK LIKE IN A BUSINESS LEADER?


Mr.Ratan Tata


Mr.Byju Raveendran


Ms.Ghazal Alagh


Mr.Jack Ma

Ratan Tata, this isn't just a name in the business world, from a commoner to the richest of the world are aware of this name. Ratan Tata is a brand — it took years of rigorous efforts, humility, and compassion, that took his business to the top. Similarly, there are many tycoons in the business world, like Mukesh Ambani and Azim Premji, who are the "best" in the business world.

In January 2022, India reported more than 1.43 million registered businesses. With such high competition, being the "best" business leader is not easy.

BYJU's founder **Byju Raveendran**, a boy with dreams turned his profession into a leading business. His app - BYJU's Learning started its journey on the terrace of his friend. Initially, he gave tuition to MBA students, that too, free of cost and gradually took his classroom online. Today, BYJU is a leading e-learning platform offering classes on multiple courses. He truly is a definition of "slow and steady wins the race."

Ghazal Alagh, the co-founder of Mamaearth, is the true definition of 'women empowerment and 'best'. Born and brought up in Haryana, she was always a business enthusiast. While many say that a woman's career ends after marriage, she showed the world that marriage is no barrier to those who are determined. She conceived Mamaearth with her husband, Varun Alagh, and today is a leading skincare brand.

Jack Ma - a name that needs no introduction! Founder of Alibaba Group, he wasn't always this successful. He was rejected thrice, before being admitted to Hangzhou Teacher's Institute. Moreover, Jack Ma was rejected from 30 jobs before he finally created a website to demonstrate China and its products. Today, he has set a benchmark in the business world.

Forbes, says *that it takes up a lot more than just a business idea to be successful.* According to Forbes, self-management, effective communication, and taking accountability are just a few of the essential traits that lead a business leader towards – the "best". Similarly, Harvard's Business Report, also suggests that strategic planning and adaptability to technology are what distinguishes the "best" business leaders from "good" leaders.

Top Traits of The "Best" Business Leaders

Being the best is not everyone's penchant. The "best" comes out when a person lets their passion consume them. While some are born with the gift of "leadership", others convert their rejections into huge successes!

Here take a look at the traits that appear to be the "best" in business leaders.

Strategic behaviour

In business, a strategy is everything! If a leader is not curious about the risks, he/ she is not ready to push through the comfort, they can't be a leader, let alone be the "best". Therefore, a business leader's behaviour towards their company, their plans, and their strategies is what lists them among cream de la cream. The best business leader can ideate risks and think ahead, calculate and measure their strategies!

Persistence in setting and achieving goals

The greatest business leader is equivalent to unshakeable confidence! A foremost business leader sets clear goals and is determined to achieve them. Their aura itself radiates confidence and enthusiasm that motivates their employees and attracts clients and investors! The "best" knows their strength and can leverage it to the benefit of their company! Along with this, they know that goals take time to nurture and giving up is not a word from their dictionary! Persistence is the key, that will set them apart from the crowd and only then will he/ she be able to lead!

Risk-taking

Forbes quoted " in business, as in life, the greatest risk is doing nothing". The greatest leaders know that without risk there is no success. Henceforth, the "best" in business leaders can be spotted through their agility and risk-taking ability. The best CEOs, CFOs, and CIOs face risk with a strong head and leveraging innovation. Good leaders measure risk while the best leaders know how to convert every risk to their benefit!

Integrity

According to a study by Indeed, the best business leader must have integrity. The success of the business depends heavily on it. In the business world integrity of a leader is tested in tough times, when a leader chooses honesty and commitment toward the right thing. To be the jewel in the crown, business leaders are measured through their integrity, and their desire to lead and take control!

The "best" in the business world can be identified through one's traits and behaviour. The way a person handles challenges and reacts is all it takes to pin them as - the best or the worst!

In an era where digital transformation shapes every facet of our lives, Charles Meyers, as President and Chief Executive Officer of Equinix, has emerged as a visionary leader driving the future of global interconnectivity. At the helm of the world's largest data center and colocation provider, Meyers has not only propelled Equinix to unprecedented heights of success but has also been instrumental in redefining the infrastructure of the internet itself. His inclusion in the Top 10 Inspirational CEOs in the USA for 2023 underscores his transformative impact on the industry and beyond.

Journey to the Pinnacle

Charles Meyers' ascent to the pinnacle of leadership at Equinix was marked by a distinguished career spanning various facets of the tech industry. With a robust foundation in engineering and business, Meyers cultivated an adeptness for navigating complex technological landscapes, leading to significant roles at some of the sector's most influential companies. This rich tapestry of experiences honed his expertise in driving operational excellence and innovation, setting the stage for his transformative role at Equinix.

Equinix Under Meyers: Expanding Horizons

Since taking the reins, Meyers has led Equinix through a period of extraordinary growth and innovation. Under his guidance, Equinix has expanded its global footprint with the strategic acquisition of data centers across new markets, significantly increasing its presence and influence in the digital infrastructure space. Meyers' leadership was pivotal in launching the Equinix Platform, a revolutionary architecture that enables businesses to connect directly and securely to an ecosystem of partners, customers, and critical cloud services, laying the groundwork for the digital economy.

Fostering a Culture of Innovation

Meyers' leadership philosophy centers on creating an environment where innovation and collaboration flourish. He believes in empowering his team to challenge conventional thinking and pursue groundbreaking solutions. This culture of innovation is evident in Equinix's trailblazing initiatives, such as the development of sustainable data center technologies that set new industry standards for energy efficiency and environmental responsibility.

Navigating Through Challenges

The journey has not been without its hurdles. From the intricacies of managing a rapidly expanding global operation to meeting the soaring demand for digital infrastructure while committing to sustainability, Meyers has faced numerous challenges head-on. His strategic foresight and resilience have been crucial in steering Equinix through these challenges, turning potential obstacles into opportunities for growth and innovation.

Equinix's Impact and Achievements

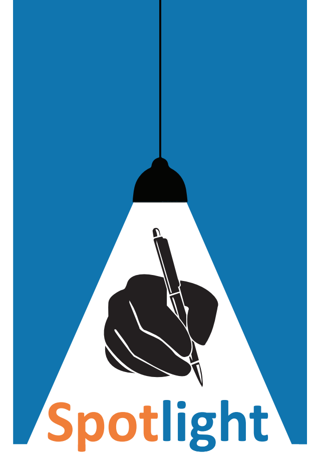
Under Meyers' stewardship, Equinix has solidified its status as a linchpin of the global digital economy. The company's achievements are numerous: it operates the most extensive global platform of interconnected data centers, has achieved significant milestones in renewable energy usage, and continues to lead the industry in customer satisfaction. Equinix's IBX SmartView, a state-of-the-art data center monitoring solution, and its commitment to utilizing 100% green energy in its operations exemplify Meyers' vision of combining technological innovation with sustainability.

Vision for the Future

Looking ahead, Meyers is focused on ushering in a new era of digital infrastructure that is not only more interconnected but also sustainable and accessible. He envisions Equinix playing a crucial role in bridging the digital divide, ensuring businesses and communities worldwide have equitable access to the digital economy. This vision is anchored in the belief that the future of technology should be built on the principles of inclusivity, sustainability, and mutual growth.

The leadership journey of Charles Meyers at Equinix is a testament to the power of visionary leadership coupled with a steadfast commitment to innovation and sustainability. Through strategic expansions, groundbreaking technologies, and a culture that champions forward-thinking, Meyers has not only guided Equinix to its position as a leader in digital infrastructure but has also set the stage for a future where connectivity fosters global unity and progress. As Meyers continues to inspire his team and the industry at large, his legacy is one of not just navigating the digital economy but shaping its future to be more inclusive, sustainable, and interconnected.

> At the heart of great leadership is the ability to ignite change and inspire a collective movement towards a better future. At Equinix, we're not just building data centers; we're crafting the infrastructure for a more connected and sustainable world



STARTUP BOARDS:

WHY DO THEY MATTER THE MOST?

Startups supported by professional financial investors always have a Board of Directors consisting of some combination of founders, investors, and, in some cases, independent directors. While the management of a startup company is in charge of day-to-day decision-making within the company (strategy, budgets, goals, tasks, and compensation), the Board of Directors ultimately has legal governing responsibilities for these things.

It is important to note that there are three levels of governance in venture-backed startups.

Most founders are concerned with the day-to-day management of their businesses, and they recognise the importance of checking in with their board of directors on a regular basis to obtain buy-in for key decisions.

However, there is ultimately another level of governance termed as "investor governance," in that once a board of directors has decided on an action, the company may still require "shareholder consent" in order to achieve its goals. This is especially true when the board's actions could have a significant impact on shareholders, such as raising new capital, acquiring new businesses (which drain existing cash or dilute shareholders), selling the company, or raising dividends.

A board's role is to agree on an annual operating plan (budget) and strategy, as well as to review progress and make adjustments as needed on a regular (usually quarterly) basis.

The board's role also includes confirming financial results (audit) and managing key executive compensation, including that of the CEO. Finally, the board's role is to vote on key issues such as budgets, financing, legal issues, and, on rare occasions, hiring and firing the CEO.

Management teams frequently mix up roles and responsibilities. At times, this means management teams bringing issues to the board that the board isn't required to weigh in on, subjecting everyone to meaningless debate and unnecessary arguments when a particular board member disagrees with a decision that could have been handled by management all along.

While having an even number of board members may not seem like a big deal, it can cause major headaches that are otherwise avoidable. A deadlock can occur if the board has an even number of directors and the directors are evenly divided when voting on a matter that requires majority approval. Mechanisms for dealing with deadlocks can be put in place, but it's best to avoid having to deal with that situation if at all possible.

The simplest solution to this problem is to have an odd number of directors on the board. Most startups should have at least five board members at the outset, especially if the company is new. Startups should be methodical in their board of directors selection.

Diversity, like everything else in life, should be valued. The greater the variety, the better the results. Startup boards are frequently stacked with people who have the same or similar experience, education, life experiences, social background, and so on.

It frequently results in everyone agreeing on everything, preventing the type of genuine dialogue and critical thinking among directors that is required to curb emotionally-driven action and allow a company to successfully navigate the various roadblocks it will face as it grows. Although a startup does not want its board of directors debating every single decision to the point of killing acceleration, growth, or decision-making, continuous, meaningful discussion of material issues is critical.

Many startups' boards of directors are initially made up entirely of the founders. If the startup accepts outside investment, the chances of the board of directors including people other than the founders rise dramatically. Regardless of a startup's stage, the board of directors does not have to, and ideally should not, consist solely of the founders. Conversely, startups should try to identify and assign individuals to their boards who bring expertise not only in areas associated with development services or goods being produced, sold, or offered, but also in implementation and other matters that all startups, regardless of industry, must address.

The Startup Board acts as an interface between the shareholders and the management of the company. The directors are chosen to represent the company's interests and they are the decision-makers regarding policies that make your company stand apart from compensation and the incorporation of leaders and upper management into the company. The board evolves as the company raises funds because new investors would be likely to get a place on the board. The startup board derives power to make decisions through incorporation and their decisions. Additionally, the board and its directors are always responsible for any decision made on behalf of the lawful entity, and they keep themselves informed about the matter before making a decision.


FREDERIQUE CONSTANT
GENEVE
Live your passion
FREDERIQUE CONSTANT
GENEVE
CERTIFIED
CHRONOMETER
AUTOMATIC
HIGHLIFE
Automatic COSC
MOVING FORWARD
Ph: 080-48050654 | www.helioswatchstore.com
HELIOS
THE WATCH STORE
frederiqueconstant.com

STARTUPS AND ENTREPRENEURSHIP IN SMART CITIES: OPPORTUNITIES AND CHALLENGES

Rajendra Inani
Business Head – Smart Cities,
Tata Projects Limited

The India Smart Cities mission, initiated by the Government of India, seeks to modernize, and transform cities in India through technology, infrastructure development, and citizen involvement. Startups can explore several potential areas.

- **Urban Infrastructure Development:** Creating smart and sustainable infrastructure solutions, including energy-efficient buildings, smart transportation systems, waste management solutions, water and sanitation systems, and renewable energy projects.
- **Internet of Things (IoT) Solutions:** Applications for smart homes, smart grids, smart parking, intelligent lighting, air quality monitoring, and more.
- **Data Analytics and Visualization:** Help city authorities make informed decisions by analysing data from various sources, such as sensors, social media, and government databases. Insights derived from these analytics can aid in urban planning, resource optimization, and public services.
- **E-Governance and Citizen Engagement:** Facilitate seamless interaction between citizens and local authorities, enabling online service delivery, complaint management systems, participatory budgeting, and real-time feedback mechanisms.
- **Smart Healthcare and Education:** Develop telemedicine platforms, health monitoring devices, smart classrooms, e-learning platforms, and educational apps to enhance the quality and accessibility of healthcare and education services in urban areas.
- **FinTech and Digital Payments:** Startups can offer FinTech solutions, mobile payment platforms, digital wallets, and secure transaction systems to facilitate cashless transactions and financial inclusion.
- **Urban Safety and Security:** Intelligent surveillance systems, emergency response platforms, smart street lighting with integrated safety features, and crime analytics tools to support law enforcement agencies.
- **Sustainable Solutions:** Develop solutions in waste management, water conservation, renewable energy generation, green building materials, and smart agriculture.

Common Challenges Faced

- **Funding and Resources:** Access to venture capital, angel investors, and loans can be limited, particularly for early-stage startups. Building a strong network and showcasing a viable business model is crucial for attracting investors.
- **Regulatory and Policy Framework:** Challenges related to compliance, data privacy, licensing, and approvals. Engaging with relevant government departments and staying updated on regulations is essential.
- **Scalability and Sustainability:** Developing solutions that can adapt to different cities' requirements and building a viable business model that generates revenue is critical.
- **Infrastructure Challenges:** In terms of connectivity, power supply, and digital penetration, especially in smaller cities and rural areas.
- **Market Competition:** Startups need to differentiate themselves through innovation, unique value propositions, and effective marketing strategies to gain a competitive edge.
- **Public-Private Collaboration:** Collaboration with government bodies and city authorities can be complex and time-consuming. Startups may face challenges in navigating bureaucratic processes and establishing partnerships.

TRADEFLOCK™
JOURNEY OF LEADERS

TOP 10 INSPIRATIONAL CEOs *in USA 2023*

xxxxxxx
xxxxxxxxxxxx

JESSICA SKON

Global Chief Executive Officer,
BTS Group

In the dynamic world of business transformation and learning, Jessica Skon stands as a beacon of innovative leadership and strategic foresight. As the Global Chief Executive Officer of BTS Group, a leading firm specializing in executive training and organizational development, Skon has propelled the company to new heights with her visionary approach and unwavering commitment to excellence. Recognized for her leadership and the remarkable growth of BTS under her tenure, Skon's story is one of resilience, innovation, and transformative leadership.

From Academia to the Apex of Leadership

Jessica Skon's journey to the top echelons of corporate leadership was marked by a passion for learning and an unwavering drive to succeed. With an educational background that blends psychology with business administration, Skon was uniquely equipped to delve into the complexities of organizational behavior and leadership dynamics. Her career, which spanned various roles in consulting and leadership development before ascending to the CEO position at BTS Group, was characterized by a constant pursuit of knowledge and an innate ability to understand and motivate people.

Steering BTS Group to Global Prominence

Under Skon's leadership, BTS Group has undergone significant transformation and expansion, evolving from a respected training provider to a global consultancy powerhouse. Her strategic vision focused on leveraging technology to enhance learning experiences, expanding the company's global footprint, and fostering a culture of continuous innovation. Skon's efforts have not only solidified BTS Group's position in the market but have also redefined how executive training and organizational development are approached.

> Innovation in learning isn't just about adopting new technologies; it's about changing mindsets, inspiring growth, and creating environments where creativity thrives

Leadership Philosophy: Empowering and Inspiring

For Skon, leadership is less about wielding power and more about empowering others to realize their full potential. “The greatest leaders are those who inspire others to achieve greatness, who lead with empathy and integrity,” Skon reflects. Her leadership style is characterized by open communication, a deep respect for diversity of thought, and an unyielding belief in the potential of her team. By fostering a culture of trust and innovation, she has enabled BTS Group to thrive in a competitive and ever-changing business landscape.

Navigating Challenges with Grace and Vision

Jessica Skon's tenure has been marked by her adept navigation of challenges, from the rapid pace of technological change to the need for businesses to adapt to a more digital and interconnected world. Her ability to anticipate market trends and pivot strategies accordingly has been crucial in maintaining BTS Group's leadership in the industry. Skon views challenges as opportunities for growth and learning, a perspective that has imbued BTS with resilience and agility.

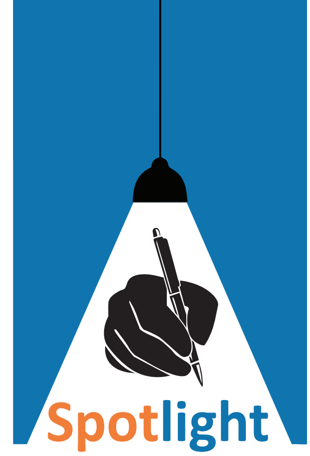
BTS Group's Achievements: A Testament to Visionary Leadership

Under Skon's guidance, BTS Group has achieved remarkable milestones: expanding into new markets, launching innovative learning platforms, and receiving accolades for its contributions to executive education and organizational development. But for Skon, the true achievement lies in the impact BTS has made on the lives of leaders and organizations worldwide, helping them navigate complexity with confidence and foresight.

The Future as Envisioned by Skon

Looking forward, Jessica Skon envisions a future where BTS Group continues to break new ground in the realm of executive education and organizational consultancy. She sees a world where learning is continuous, accessible, and deeply integrated into the fabric of organizational culture. Skon's vision extends beyond business success to encompass a broader impact on society—shaping leaders who are not only successful but also ethical, inclusive, and committed to making a positive difference in the world.

Jessica Skon's journey with BTS Group is a compelling narrative of visionary leadership and strategic innovation. Her contributions extend beyond the confines of the company, influencing the broader landscape of executive education and organizational development. As BTS Group continues to navigate the challenges and opportunities of a rapidly evolving world, Skon's leadership, rooted in empowerment, innovation, and a commitment to excellence, promises to guide the company towards a future where it not only excels in its field but also contributes to the betterment of business and society at large.



CEO'S PRIORITIES TO NAVIGATE THROUGH ONGOING SOCIAL REVOLUTIONS

CEOs are known to be the PILLARs of a company. They develop strategies and execute plans for the success of the company. External factors like the COVID-19 pandemic led the entire business world to change.

"According to the EY CEO Survey 2022, 2000 CEOs unsurprisingly showed that the vast majority, about 86%, have been impacted by the pandemic."

Every year, CEOs are responsible for establishing top priorities for their companies. Undoubtedly, it's the priority of the entire C-suit, including CIOs, CHROs, and CFOs. They work together in order to achieve the goals set in the organisation.

A study by IBM found that the CEOs of the most successful companies majorly focus on finding new ways to grow by introducing new business models, deeper customer relationships, and a long-term strategy. However, with the ongoing social revolution in companies like workforce retention, customer relationship management, business goals, and strategies, the priorities of CEOs have been altered.

Top Priorities Of CEOs To Deal With Social Revolution

Since CEOs manage the reins of the company, they are responsible for dealing with social revolution and any change by setting priorities.

Uncovering growth

The company's growth and success tend to be the top priority for most CEOs. According to the KPMG Global Outlook CEO Survey, 51% of CEOs said that growth is their top priority rather than achieving cost-efficiencies in the company. The CEOs of successful companies majorly focus on innovation and long-term strategy that will continue to fuel business growth in the future. As per an IBM study, two-thirds of CEOs are highly focused on "non-traditional forms of growth."

Managing regulatory changes

According to a PWC study, among 79% of CEOs, over-regulation is found to be the main concern for them. Managing regulatory changes like environmental regulation, corporate tax rates, and financial reporting are the major priorities of CEOs today. Moreover, in the KPMG study, regulatory changes ranked as the second-most concerning topic for CEOs. We believe that CEOs must engage with their HR, finance, and other leaders to simplify the regulatory process so that organisations can focus on growing the business.

Leveraging advanced technology

The COVID-19 pandemic highlighted the value of remote work and how technology played a crucial role in e-commerce and digital mechanisms. Moreover, as per an IBM report, the majority of CEOs have reported that technology is a critical differentiator irrespective of the industry they work in. Mobile, social, and cloud have been known to be the advanced technologies that are making a hefty impact on the organisations growth. Presently, CEOs need to look for more ways to better integrate technologies to strive and thrive in their businesses.

Risk-taking

As per the KPMG report, one in three CEOs thinks that they aren't taking any risk as it relates to their growth strategies. CEOs believe that in order to achieve today's business growth, they must be more aggressive in taking risks. Presently, the business is seeing competitive growth from both new markets and established competitors, which is compelling CEOs to take on risks. CEOs need to find new ways to move more quickly into new products and services.

Pursuit of innovation

An IBM study revealed that 58% of market-leading CEOs pursue disruptive innovation. The fact is that CEOs have reported that transformational innovation within their own organisations should be a high priority. The pursuit of innovation is crucial, especially in an environment where new competitors quickly rise up and challenge existing business models. Basically, CEOs need to create a culture where innovation is rewarded.

Talent acquisition and work culture

According to a KPMG study, 78% of CEOs said that they want to increase the right talent acquisition over the next three years. However, the CEOs worry about finding the right skills and potential candidates to retain them in the existing team and develop new talents. CEOs know that without the right talent and the right tools, competitors can easily overtake them. Considering these worries, CEOs must focus on retaining the best employees and skill sets within the organisation.

To excel in business, the CEO must focus on all of these critical areas as a pillar of the organization. By embracing these priorities, the CEO of any company will be able to easily sail through the social revolutions in their organisation and outpace their rivals.

TOP 10 INSPIRATIONAL CEOs
in USA 2023

Leading The Biggest Healthcare Company In The World

KAREN S. LYNCH

President and Chief Executive Officer,
CVS Health

Leading a Healthcare company is never a walk in the park, especially when the company is the biggest healthcare company in the world.

CVS Health achieved this success due to the visionary and leadership qualities of its CEO and President, Karen S Lynch. However, this was not the start of Karen S Lynch's leadership prowess. Before becoming the CEO and President of the biggest healthcare company in the world, Karen started her leadership career at Cigna Dental in 2004, where she was the Company's President. She left Cigna in 2009 and joined Magellan Health Services as the company president.

She achieved many milestones in Magellan, but despite her good run in the company, Lynch decided to leave the firm and joined Aetna as Executive Vice President and head of specialty products. However, three months after being appointed president, Lynch led the biggest healthcare acquisition.

After serving three years as the firm's vice president, Lynch became the first-ever woman President of the company, a role she retained after CVS Healthcare acquired Aetna for a whopping $70 billion in 2018.

Karen Lynch served as President of Aetna for the next three years and made significant improvements in the company, which led her to assume the role of President and Chief Executive Officer of CVS Healthcare. One of the fields where Lynch had the most impact as the President of Aetna was the mental health field. She focused on advancing the company's operation by integrating pharmacy services, healthcare benefits, and innovative solutions to improve patient's access to care.

The reason why Lynch is especially motivated to uplift the mental health sector in health care is because she has been a victim of mental health to an extent. She once stated,

"Mental health challenges can truly impact anyone. I understand this on a personal level – my mother wasn't able to get the help that she needed to address her struggles, and it tragically led to her taking her own life. Because of her experiences, I'm driven and committed to helping increase access to mental health services for everyone."

To help people diagnose and fight mental health conditions, Lynch introduced different screening processes through various partnerships and programs offered by CVS Health. For example, with the help of their MinuteClinic, CVS Health offers screening for mental health conditions

such as anxiety, depression, and substance abuse. Moreover, the company also organizes many advocacy events to raise awareness about mental health conditions. It is one of Karen Lynch's biggest achievements.

Karen Lynch's leadership also made strides in the company's financials. She has been the CEO of CVS Healthcare for three years now, and in these three years, the share price of CVS Health has increased from $72.08 to $74.43, which is a 3.2% increase. Moreover, the S&P 500 increased by 29.6% in the same period. This is among the reasons why she is considered one of the Most Inspiring Business Leaders in USA 2023.

This has resulted in Karen Lynch being one of the most successful CEOs ever, if not the most successful. She is considered one of the most inspiring business leaders in USA 2023 because, after becoming CVS Health's CEO, Karen was named the highest-ranking female CEO in the Fortune 500. Moreover, Lynch was also selected by Forbes for its 2021 50 over 50 segment, which lists the best female entrepreneurs or businesswomen over the age of 50. Additionally, Fortune Magazine selected Lynch as one of the '50 most powerful women in business'. Later, time also named Karen one of the top 100 most influential people globally. This is a testament to the leadership abilities and the long-sighted vision of one of the most powerful women on the planet, Karen S. Lynch.

THE SECRET SAUCE BEHIND THE RISE OF INDIAN-ORIGIN CEOs

It is only our dedication towards our passion that distinguishes a champion from the crowd

- Abhijit Naskar | Neuroscientist & Author

A young and ambitious Satya Nadella. Born and raised in India, Satya's passion for technology ignited at an early age. He embarked on a transformative journey, from a humble beginning to the helm of Microsoft as its CEO. With a vision to empower individuals and organisations through innovative solutions, Satya reshaped the company's direction, leading it into the era of cloud computing. His unwavering determination and strategic acumen propelled Microsoft to new heights, making it a true powerhouse in the tech industry.

As we turn our attention to the corridors of Google, we encounter the brilliant Sundar Pichai. And then there is the extraordinary Indra Nooyi, a trailblazer in the corporate world. Hailing from Chennai, India, Indra's relentless pursuit of excellence propelled her to become the CEO of PepsiCo.

These captivating stories of Satya, Sundar, and Indra serve as a testament to the boundless potential within each individual. They exemplify the power of determination, resilience, and unwavering belief in one's abilities. One thing that is common among these leaders is they identify as Indian!

India, a land of immense talent and potential, has become a breeding ground for exceptional leaders. According to a study conducted by the professional services firm, PricewaterhouseCoopers (PwC), Indian-origin CEOs are making their mark on the global stage, with 10% of the CEOs in the Fortune Global 500 companies being of Indian descent. This data underscores the significant impact these leaders have in shaping the global business landscape.

Amidst the towering academic institutions and bustling streets of India, these future leaders began to carve their paths. Armed with a thirst for knowledge, they pursued academic excellence with unwavering dedication. India's educational system has played a crucial role in nurturing its intellectual process, with institutions such as the IITs and IIMs producing world-class talent.

But their journey did not stop at academic brilliance. These CEOs possessed a work ethic that could move mountains. Growing up in a culture that values perseverance and resilience, they embraced the concept of hard work as an integral part of their identity. India's dynamic business environment and fierce competition have instilled in them a relentless drive to succeed.

What sets Indian-origin CEOs apart is their global mindset, cultivated through a lifetime of exposure to diverse cultures and environments. Whether through international education or work experiences, they have imbibed the ability to bridge the gap between East and West. This invaluable skill enables them to navigate the complexities of global business landscapes, understand the nuances of different markets, and build influential networks across continents.

Resilience is woven into the fabric of their being. They have weathered storms, overcome setbacks, and emerged stronger than ever. Adapting to the ever-changing tides of the business world, they embody the essence of flexibility and agility. The challenges they faced only fueled their determination, propelling them forward on their journey to the top.

But perhaps the most intriguing ingredient in this secret sauce is the entrepreneurial spirit that courses through their veins. India's DNA pulsates with the energy of entrepreneurship, and these leaders have harnessed that spirit to drive innovation and transformation. They have launched startups, pioneered groundbreaking initiatives, and fearlessly taken calculated risks to achieve their vision.

Their rise to prominence is not just a remarkable personal achievement; it is a testament to the power of diversity and determination. Indian-origin CEOs inspire future generations, proving that with the right mix of passion, perseverance, and a global mindset, one can conquer even the loftiest peaks of corporate leadership.

As we witness their ascent, we realise that the secret sauce behind their success lies in the rich tapestry of their experiences, their unyielding work ethic, their global perspective, their resilience in the face of adversity, and their entrepreneurial spirit. These extraordinary individuals have emerged as beacons of inspiration, illuminating the path for others to follow. Their stories remind us that when you are determined to achieve something extraordinary, the paths open smoothly, and the journey becomes an example for others to emulate.

In a world hungry for leadership, the rise of Indian-origin CEOs sheds a light on the power of diverse backgrounds, cultural influences, and an unwavering belief in one's capabilities. Let their stories ignite the fire within us, inspiring us to forge our paths, break barriers, and make our mark on the world stage.

TOP 10 INSPIRATIONAL CEOs *in USA 2023*

A Beacon of Visionary Leadership

SCOTT MCINTYRE

Chief Executive Officer,
Guidehouse

In the rapidly evolving landscape of global business, it takes more than acumen and experience to steer a company towards success—it requires a vision that transcends the present and looks firmly into the future. Scott McIntyre, the Chief Executive Officer of Guidehouse, embodies this blend of foresight, innovation, and leadership. Recognized as one of the Most Inspirational CEOs in USA 2023, McIntyre's journey is a testament to his unwavering commitment to excellence, strategic innovation, and transformative leadership.

A Storied Background: From Economics to Executive Excellence

Scott McIntyre's path to the pinnacle of corporate leadership was paved with rigorous academic pursuit and a diverse array of challenging roles. With an undergraduate degree in Economics followed by an MBA, McIntyre was well-equipped to dive into the complex world of business strategy and economic policy. His career trajectory took him through several venerable institutions, including PricewaterhouseCoopers and Booz Allen Hamilton, where he left indelible marks of growth and strategic direction. These roles were more than just stepping stones; they were the crucible in which his leadership style and strategic vision were forged.

Guiding Guidehouse: A Journey of Transformation and Expansion

Under McIntyre's stewardship, Guidehouse has undergone a remarkable transformation, evolving from a notable player in the consulting field to a leader in integrated solutions that encompass technology, strategy, and policy. McIntyre's strategic acumen has led Guidehouse through expansions into new markets, diversification of services, and the adoption of cutting-edge technologies. These initiatives were not just about growth for the sake of growth but were aimed at positioning Guidehouse as a pivotal force in shaping the future of consulting.

Philosophy and Style: Leadership That Inspires and Innovates

In conversation, McIntyre often reflects on the essence of leadership. "True leadership is about inspiring others to achieve greatness, fostering an environment where creativity and innovation flourish," he shares. His approach—emphasizing open communication, integrity, and empowerment—has fostered a culture at Guidehouse where every employee feels valued and inspired to contribute their best. This inclusive and forward-thinking culture is, according to McIntyre, the backbone of Guidehouse's success.

Guidehouse

Overcoming Adversity: Resilience in the Face of Challenge

Scott McIntyre's tenure has not been without its challenges. From navigating the complexities of digital transformation to leading the company through the uncertainties of a global pandemic, his leadership has been tested in the crucible of adversity. Yet, each challenge has been met with resilience and a forward-looking strategy, transforming potential setbacks into opportunities for growth and innovation. McIntyre's ability to remain steadfast and visionary during these times has not only propelled Guidehouse forward but has also solidified his reputation as a leader of exceptional caliber.

A Legacy of Achievement: Guidehouse's Triumphs Under McIntyre

The achievements of Guidehouse under McIntyre's leadership are numerous and notable. The company has seen unprecedented growth, expanded its global footprint, and been at the forefront of technological innovation in consulting. Under his leadership, Guidehouse has received numerous accolades for its services, sustainability practices, and workplace culture. However, for McIntyre, the true achievement is in the impact Guidehouse has made on its clients and the industries it serves—driving change, fostering innovation, and shaping the future of business.

Looking to the Horizon: The Future Through McIntyre's Eyes

Scott McIntyre's vision for Guidehouse extends far beyond the conventional boundaries of consulting. He envisions a future where Guidehouse not only leads in business transformation and technological innovation but also in driving societal change and sustainability. "Our ambition is to be architects of the future—not just participants," McIntyre states. This vision includes a strong emphasis on sustainability, equity, and the ethical use of technology, reflecting a holistic approach to leadership that seeks to benefit not just the company, but society at large.

Scott McIntyre's leadership journey is more than a narrative of personal achievement; it's a blueprint for visionary leadership in the 21st century. Through his stewardship, Guidehouse has not only achieved remarkable success but has also redefined what it means to be a leader in the consulting industry. As we look forward to the future, McIntyre's vision, leadership, and relentless pursuit of excellence continue to inspire those around him, promising a legacy that will undoubtedly shape the future of business and society for years to come.

> Leadership is the art of motivating a group of people to act towards achieving a common goal. It's about embodying the change you wish to see in the world and inspiring others to do the same


Life
Book
memoirs


THE GIFT OF A
Lifetime
THE GIFT OF A LIFETIME

AI IN CYBERSECURITY: WHAT'S NEXT

Henry Solomon,
VP - Customer Success & Account Management,
Seclore Technology Private Limited

At the intersection of rapid technological advancement and increasingly sophisticated cyber threats, the role of Artificial Intelligence (AI) in cybersecurity has become paramount. As a leader in the industry, I am excited to share my insights on what lies ahead in this dynamic landscape.

AI has already started making a visible impact in cybersecurity by enhancing threat detection, automating response mechanisms, and enhancing overall defence strategies. Looking ahead, several key trends and developments are poised to shape the future of AI in cybersecurity.

Firstly, AI's evolution towards making it easier to comprehend and transparency will be crucial. As AI systems become more complex and autonomous, it becomes imperative to understand how they arrive at their decisions. Explainable AI frameworks will not only enhance trust in AI-driven security solutions but also enable better collaboration between human analysts and machine algorithms.

"With every leap in technology, AI redefines what's possible in cybersecurity. It's more than an upgrade; it's a revolution in our hands, transforming how we protect, predict, and prevail against unseen threats."

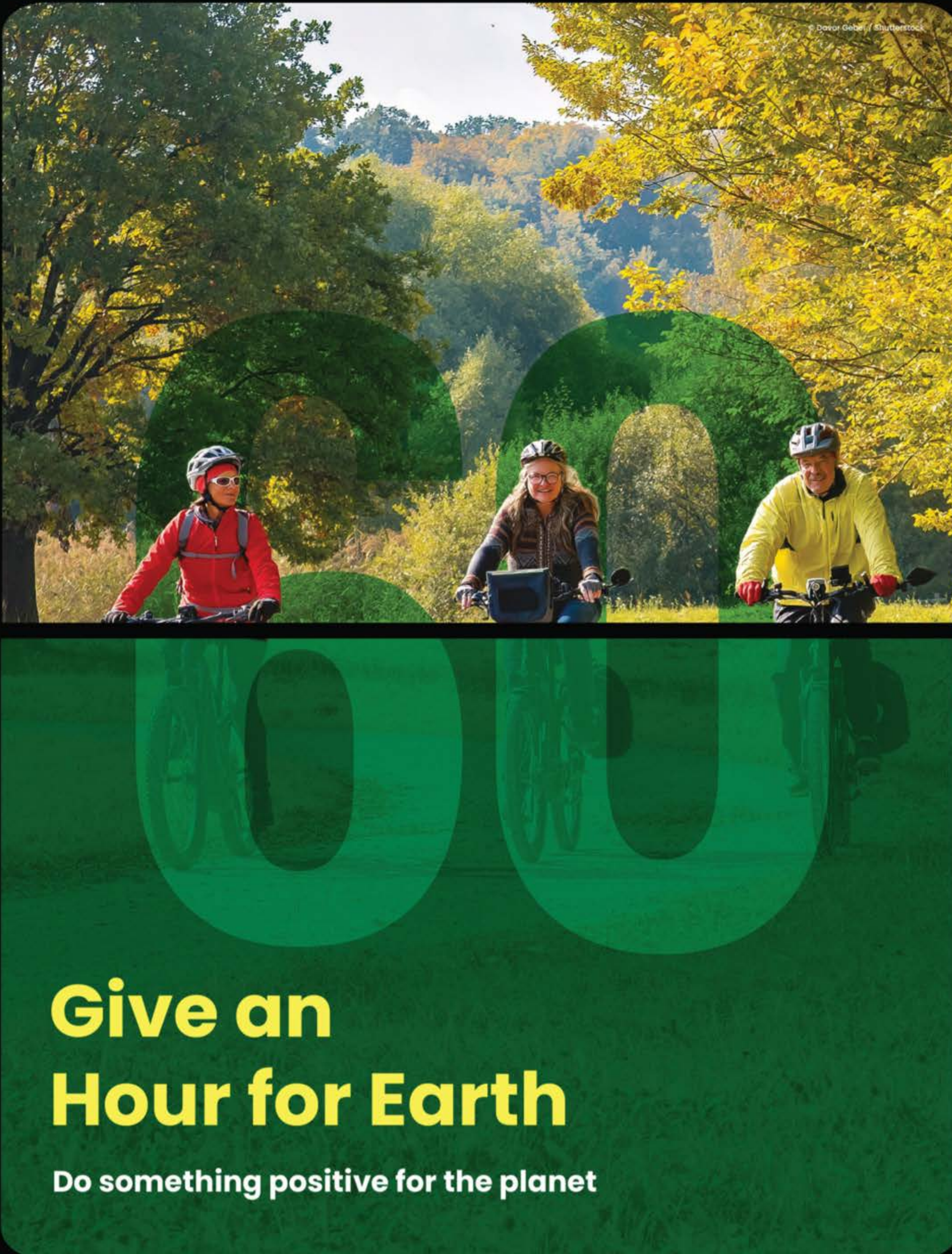
Secondly, adversarial AI techniques pose a growing challenge. Just as AI can be used to enhance cybersecurity defences, malicious actors are leveraging AI to craft more sophisticated attacks. Mitigating these threats will require the development of robust defences capable of detecting and thwarting adversarial AI tactics.

Furthermore, the convergence of AI with other emerging technologies such as blockchain and IoT will redefine cybersecurity paradigms. Secure integration of these technologies demands innovative AI-driven approaches to identify and mitigate risks across interconnected ecosystems.

Moreover, the democratisation of AI tools and techniques will empower organisations of all sizes to implement advanced cybersecurity measures. Cloud-based AI platforms and AI-as-a-Service offerings will level the playing field, enabling even resource-constrained entities to harness the power of AI for cyber defence.

Lastly, ethical considerations surrounding AI adoption in cybersecurity cannot be overlooked. As AI algorithms wield significant influence over critical security decisions, ensuring fairness, accountability, and transparency is paramount. Striking the right balance between innovation and ethical responsibility will be pivotal in shaping a sustainable and inclusive cybersecurity landscape.

In conclusion, the future of AI in cybersecurity is both promising and challenging. By embracing emerging trends, fostering collaboration, and upholding ethical standards, we can harness the full potential of AI to safeguard digital ecosystems against evolving threats.



worldwildlife.org/hour

60 EARTH HOUR

WWF