



# VISIONARY LEADERS

## LEADING US TOWARD A BETTER WORLD

The *Real Leaders* 2015 list of 100 visionary leaders was chosen with a simple question in mind: Do they inspire us to lead toward a better world? This is not intended to be the "best" 100 leaders and they are not ranked. We wanted to share a wide variety to demonstrate that anyone can be a real leader. The people on the following pages have all achieved remarkable things from simple ideas and, in so doing, have positively changed the lives of millions. We discovered a common characteristic too: Real leaders are not restricted to excellence in business alone, but have a burning desire to create opportunities for others on a global scale. Their insight into the major problems that affect our planet and their simple yet powerful solutions have contributed to a world that increasingly realizes that we need more people like them if our species is to thrive as we add several billion more humans in need of resources.

★THE YPO-WPO VISIONARY LEADERS ON OUR LIST: #1. Sheryl Sandberg (YPO Barbary Coast N. CA) #2. Evan Chrapko (WPO Alberta) #3. Nancy Aossey (WPO Los Angeles) #4. Thomas Ng (WPO Southeast Asia at large) #6. Marc Kielburger (YPO Toronto) #14. Richard Bergfors (YPO Sweden) #16. Jim Ayala (WPO Philippines) #17. Laura Giadorou-Koch (spouse, WPO Big Apple) #18. Bill Strathmann (YPO U.S. Capital) #22. Dennis Overton (WPO Scotland) #24. Gareth Ackerman (WPO Cape Town) #25. Linda Rottenberg (YPO Manhattan) #26. Peter Ter Kulve (YPO Singapore) #27. Kim Graham-Nye (spouse, YPO Sydney Pacific) #29. Cynthia Cleveland (WPO Santa Monica Bay) #56. Kevin Maggiacomo (YPO New England) #58. Seth Streeter (YPO Santa Barbara) #72. Dr. Naif Al-Mutawa (YPO Mena One, WPO Presidents' Action NOW) #73. Stephanie Sonnabend (WPO New England) #97. Julie Copeland (YPO Philadelphia)

We'd like to add you to our list of VISIONARY LEADERS. Please share your vision, action and quotes of inspiration with us at [www.Real-Leaders.com/vision100](http://www.Real-Leaders.com/vision100)

1 | ★

**SHERYL SANDBERG**  
COO, Facebook



**Vision:** A truly equal world where women run half our countries and companies, and men run half our homes.

**Action:** Demonstrated the ability of women to run global enterprises. Wrote *Lean In* to help professional women achieve their career goals and for men who want to contribute more to an equitable society. More female voices in power will create more equitable opportunities for everyone.

[www.leanin.com](http://www.leanin.com)

*“If everybody spoke about feminism, we’d all be less afraid.”*



2 | ★

**EVAN CHRAPKO**  
CEO, Waste to Energy



**Vision:** Solving the world’s energy problems through smart energy means, and solving social problems while you’re at it.

**Action:** Ideas are a necessary first ingredient – and the bigger the idea, the better. He’s turning municipal sewage into usable methane gas, generating 40 million litres of ethanol fuel per year.

[www.GrowingPower.com](http://www.GrowingPower.com)

*“Leave the world a better place than how you found it. That doesn’t mean you can’t do well for yourself along the way.”*

3 | ★

**NANCY AOSSEY**  
Founder, International Medical Corps.



**Vision:** A world where everyone, even the most vulnerable, can live with dignity through access to health care and education.

**Action:** Inspired by serving those in greatest need and training them to build self-reliance. She has witnessed the dramatic impact IMC has when they harness the power of people’s potential to help themselves.

[www.InternationalMedicalCorps.org](http://www.InternationalMedicalCorps.org)

*“You gain strength, courage and confidence every time you stop to look fear in the face. We must do what we think we cannot do.”*

4 | ★

**THOMAS NG**  
Founder, Genashtim



**Vision:** To level the playing field globally for marginalized communities, starting with the disabled.

**Action:** A virtual employment ecosystem with people working from the comfort, safety and convenience of their homes in more than 20 locations across eight countries. The disabled make up 80 percent of staff.

[www.Genashtim.org](http://www.Genashtim.org)

*“Why do we spend money that we do not have to buy things that we do not need to impress people who don’t really care about us?”*

5 |

**KATHERINE GERBER**  
Director, Youth Service America



**Vision:** Youth, service and community coalitions have the power to change the world.

**Action:** When young people have the chance to serve their communities, everyone benefits. YSA has created large-scale mobilization campaigns for young people, made US\$1 million available for grants and has an annual award ceremony.

[www.YSA.org](http://www.YSA.org)

*“Keep standing up for what you believe in. I love people who care about how public policy affects our nation.”*

6 | ★

**CRAIG AND MARC KIELBURGER** Founders, Free The Children



**Vision:** To empower youth to change the world by being active local and global citizens.

**Action:** Since launching their organization as teenagers in 1995, the Kielburgers have provided 45 countries with building projects, built 650 schools and classrooms, distributed more than US\$16 million worth of medical supplies around the world and reached 2.3 million young people with their programming.

[www.FreeTheChildren.com](http://www.FreeTheChildren.com)

*“The change starts within each one of us. And ends only when all children are free to be children.”*

7 |

**AUDETTE EXEL**  
Founder, Adara Group



**Vision:** To change the way people think about the role of business, and demonstrate the power of the business/non-profit partnership.

**Action:** Establishing two separate entities that are each allowed to do what they do best – a corporate advisory business and international development organization. One makes money, the other spends it on development.

[www.AdaraGroup.org](http://www.AdaraGroup.org)

*“Real leadership is inspiring others to come with you on your vision.”*

8 |

**MICHAEL VAN PATTEN**  
Founder, Mission Markets



**Vision:** To use the power of the capital markets as a catalyst for positive change.

**Action:** Threw his life into his vision with a single-minded purpose, pushing forward in the face of huge setbacks, personal financial hardships and skepticism from friends and family. Has worked within capital markets to take impact investing mainstream.

[www.MissionMarkets.com](http://www.MissionMarkets.com)

*“Consume your life in your vision, make it your obsession and do not think about plan B, but also be flexible as the road is not straight.”*

9 |

**LAURA ROBERTS**  
CEO, Pantheon Enterprises



**Vision:** To transform the industrial chemical industry and remove toxic chemicals from the environment.

**Action:** Worked for years in a predominantly male industry to replace harmful chemicals with non-toxic ones. Proved that alternative products without toxins can do the job equally well. Her aerospace paint PreKote has reduced the amount of toxins reaching us by 3 million pounds.

[www.pantheonchemical.com](http://www.pantheonchemical.com)

*“Building a substantial business is the best way to make a significant difference.”*

10 |

**MATT PATSKY**  
CEO, Trillium Invest



**Vision:** A world where the capital markets can be used for financial gain while promoting social equity and environmental sustainability.

**Action:** Provides products and services that fulfill the financial, social and sustainability goals of investors. He has purposely surrounded himself with committed people who work to move corporations toward sustainability.

[www.TrilliumInvest.com](http://www.TrilliumInvest.com)

*“Do your little bit of good where you are; it’s those little bits of good put together that overwhelm the world.”* – Archbishop Emeritus Desmond Tutu

11 |

**TYRA BANKS**  
Founder, Tyra Banks  
Company



**Vision:** Invest in girls and young women to help them realize their ambitions and discover new possibilities.

**Action:** Established Fierce Capital, which develops and invests in early-stage start-up companies, including firms that are female-led or female-focused.

[www.TZoneFoundation.org](http://www.TZoneFoundation.org)

*“Stop saying these negative things about yourself. Look in the mirror and find something about yourself that’s positive and celebrate that!”*

15 |

**WENDY RUIZ COFIÑO**  
Founder, MilknCookies



**Vision:** To encourage entrepreneurship and innovation that contributes to improved lives through design and technology.

**Action:** Created an online game for kids that taught them about recycling. It won recognition from the United Nations, which called it one of the top eight digital developments of the last 10 years.

[www.MilknCookies.tv](http://www.MilknCookies.tv)

*“Women aren’t just waiting to be filled with resources - they’re waiting to put their resources on the table, to lead towards a new world.”*

– Kavita Ramdya

17 | ★

**LAURA GIADOROU-KOCH**  
CEO, Dolium Winery



**Vision:** Imagine if only one percent of students become social entrepreneurs, this world will be a better place for all.

**Action:** Giadorou-Koch works with public and private schools, supporting educators with activities that inspire students to create social enterprises or become changemakers. Her action is based on the documentary [whocaresthefilm.com](http://whocaresthefilm.com).

[www.Ashoka.org](http://www.Ashoka.org)

*“We need people who, when they see a social problem, stop complaining, roll up their sleeves and do something in a big way.”*

12 |

**FELIPE VERGARA**  
CEO, Lumni



**Vision:** Making higher education affordable for everyone.

**Action:** Manages social-investment funds that invest in the education of students. In exchange, each student commits to pay a fixed percentage of income for 120 months after graduation. Students and investors are brought together in a win-win partnership.

[www.Lumni.net](http://www.Lumni.net)

*“Investing in the future potential of young people is the worthiest and best investment you can make.”*

13 |

**DEBBIE LEVIN**  
President, Environmental  
Media Association



**Vision:** Consumers can guide the success of corporations by what they choose to purchase. By creating this demand, the consumer controls the marketplace.

**Action:** Working with Toyota, Levin helped position the hybrid Prius as the coolest car in Hollywood – by getting celebrities to endorse sustainable options.

[www.EMA-Online.org](http://www.EMA-Online.org)

*“Business skills can do more than just make money – it can do some real good. It’s important to take risks and be an entrepreneur.”* – Jeff Skoll

14 | ★

**RICHARD BERGFORS**  
President, Max  
Hamburgers



**Vision:** All people should have the possibility to meet their own needs and given the chance to contribute.

**Action:** Responsibility is a core value incorporated in all business decisions. Diversity is fundamental and staff reflect the mix in society: disabled, refugees and immigrants. A carbon offset program covers the complete supply chain and their menu is carbon labeled to help customers make conscious choices.

[www.Max.se](http://www.Max.se)

*“As we are a part of the problem, we want to be a part of the solution.”*

16 | ★

**JIM AYALA**  
Founder, Hybrid Social  
Solutions



**Vision:** Scaling-up business solutions to social problems.

**Action:** Pioneered a social distribution company that distributes, services and finances a range of innovative products. Developed a “hybrid value chain” that bridges the gap that separates people and communities from the tools they need to achieve lasting progress.

[www.Hystra.com](http://www.Hystra.com)

*“Harnessing and providing energy means that communication, health and the general quality of life improve.”*

20 |

**PAUL VAN ZYL**  
Founder, Maiyet



**Vision:** Using the power of markets and entrepreneurship to build peace and reconciliation in the aftermath of conflict.

**Action:** Building peace involved promoting employment and higher profitability in countries with conflict. By founding luxury fashion brand Maiyet, he pioneered a new luxury by celebrating rare and artisanal skills from unexpected places.

[www.Maiyet.com](http://www.Maiyet.com)

*“If ordinary people feel their interests have been neglected, then a peace deal drawn up by elites will quickly unravel.”*



18 | ★

**BILL STRATHMANN**  
CEO, Network For Good



**Vision:** Generosity unleashed: How giving and investing together can unleash capital for global challenges.

**Action:** Leads a digital donation platform, having given more than US\$1.25 billion to more than 100,000 charities. He now aims to distribute US\$10 billion and unleash generosity on a massive scale. His goal is increasing money for good. His organization is an innovative B-Corp that joins non-profit and private equity.

[www.NetworkForGood.com](http://www.NetworkForGood.com)

*“I am of the opinion that my life belongs to the whole community.”*  
– George Bernard Shaw

19 |

**DANAE RINGELMANN**  
CoFounder, Indiegogo



**Vision:** Raising funds through online crowdfunding to make ideas that matter happen.

**Action:** Made it easy to take an idea, start a campaign and get it funded. A way for people all over the world to join forces to make worthy ideas happen. Bringing dreams to life by allowing people to make their case directly to the public, while mitigating market risk and working alongside traditional finance routes.

[www.Indiegogo.com](http://www.Indiegogo.com)

*“It’s important to empower entrepreneurs, artists and causes to fund what matters to them.”*

21 | WENDY KOPP  
CEO, Teach For All

**Vision:** To channel the energy of her generation for educational equality.

**Action:** Recruited 11,000 Teach For America corps members—all outstanding college graduates and professionals of all academic disciplines—for a two-year teaching commitment in the nation's highest-need urban and rural regions

[www.TeachForAll.org](http://www.TeachForAll.org)

*"Invest in educational development as a long-term force for change."*



22 | ★  
DENNIS OVERTON  
CEO, Aquascot



**Vision:** Long-term business sustainability and a deeper understanding of true profits are key.

**Action:** Realizing that farming practices around the world basically require the same skills, regardless of the produce, Overton combined salmon farming practice in Scotland with plant oil farming in Rwanda to help rural African farmers become self-sufficient and earn more than the national average income.

[www.Aquascot.com](http://www.Aquascot.com)

*"I'm better at what I do in Scotland because of my work in Africa."*

23 |  
SHERYL WUDUNN  
Pulitzer Prize-winning author



**Vision:** To galvanize everyone to use their talents and insights to improve the world as part of their daily lives.

**Action:** Coauthored the book *A Path Appears*, showing that ordinary people can influence change, spread opportunity and improve society. WuDunn believes the markets are the most effective way to offer opportunity. Compassion is another.

[www.APathAppears.org](http://www.APathAppears.org)

*"Hope is like a path. At first there is no path, but as more people walk back and forth, a path appears."*

— Lu Xun

27 | ★  
KIM GRAHAM-NYE  
CoFounder, gDiapers



**Vision:** A world where resources are used and reused in a sustainable ecosystem that strives for the best use of all resources, including people.

**Action:** Took advantage of their ability to turn waste into resource. gDiapers became a resource for parents looking for ways to decrease their environmental impact, while increasing their parental impact.

[www.gDiapers.com](http://www.gDiapers.com)

*"Mindful training is the single biggest competitive advantage in our complex world today."*

— Chade-Meng Tan

24 | ★  
GARETH ACKERMAN  
Chairman, Pick n Pay



**Vision:** A fairer world where we would work towards both growing the cake and sharing it more equitably.

**Action:** Dedicates his business to values that have been in place for 50 years: Doing good is good business; consumer sovereignty; business efficiency. The company gives seven percent net profit annually to various projects, charities and their foundations.

[www.PicknPay.co.za](http://www.PicknPay.co.za)

*"Make a difference. Invest in communities and leverage our networks to make things better for all."*

28 |  
ALEX BUDAK  
CoFounder, Start Some Good



**Vision:** A world where everyone has the tools, knowledge and resources to create new futures for themselves and for their communities.

**Action:** Tearing down barriers so more people can start doing good in the world. StartSomeGood.com empowers people to raise funds for organizations and projects that create impact for communities. Currently running an incubator for outstanding social entrepreneurs in Stockholm.

[www.StartSomeGood.com](http://www.StartSomeGood.com)

*"A life is not important except in the impact it has on other lives."*

— Jackie Robinson

25 | ★  
LINDA ROTTENBERG  
CEO, Endeavor



**Vision:** To lead the high-impact entrepreneurship movement around the world.

**Action:** Created the first global organization focusing on the "scale-up" phase of entrepreneurship. Endeavor identifies, mentors and co-invests in high-impact entrepreneurs — business innovators demonstrating the greatest potential for growth. But don't bet the farm, bet a few chickens instead.

[www.Endeavor.org](http://www.Endeavor.org)

*"If people aren't calling you crazy, you aren't thinking big enough."*

29 | ★  
CYNTHIA CLEVELAND  
Founder, Broad Think



**Vision:** A world where everyone's talent is valued, our differences are a strength and collaboration provides new solutions.

**Action:** Created educational programs for increasing board skills. Supported the Lean In movement by forwarding more than 50 members of the Women's YPO Network to launch Lean In circles for young women.

[cc@broad-think.com](http://cc@broad-think.com)

*"If your actions inspire others to do more, to learn more, to dream more or become more, you are a leader."*

— John Quincy Adams

26 | ★  
PETER TER KULVE  
President Commissioner, Unilever



**Vision:** Sustainability will lead to a whole new funnel of innovation.

**Action:** A key belief is that Unilever will do better business in a healthy society, rather than in an unhealthy one. Healthy business needs healthy society. They have innovated on quality, performance and packaging and brought sustainability deep into their organization.

[www.Unilever.com](http://www.Unilever.com)

*"To make growth possible you have to incorporate bigger social themes or else you simply become a problem instead of a solution."*

30 |  
NELSON MANDELA  
(1918-2013) Former President of South Africa



**Vision:** A society based on dialogue and the art of speaking and listening to others.

**Action:** Implemented transformative dialogue, problem-solving and social renewal that made South Africa's remarkable transition possible. He drove positive change that resulted in racial and gender equality and social justice.

[www.NelsonMandela.org](http://www.NelsonMandela.org)

*"There is no passion to be found playing small — in settling for a life that is less than the one you are capable of living."*

31 |

**JESSICA ALBA**  
Founder, The Honest Company



**Vision:** Safe and attractive baby products that don't contain toxic chemicals.

**Action:** Manufactures products that could challenge mass consumer goods at a similar price point and moving away from the perception that health and eco products should attract a premium. Challenging the attitudes of parents who assume that everything on a store shelf is safe.

[www.TheHonestCompany.com](http://www.TheHonestCompany.com)

*"If you look confident you can pull off anything - even if you have no clue what you're doing."*

35 |

**OPRAH WINFREY**  
CEO, Harpo Productions



**Vision:** To spread compassion and empathy around the world.

**Action:** Winfrey popularized and revolutionized the tabloid talk show genre, which broke 20th-century taboos, and allowed previously disenfranchised people to enter the mainstream. She reinvented how best-selling books, self-improvement and spirituality were portrayed.

[www.Oprah.com](http://www.Oprah.com)

*"The greatest discovery of all time is that a person can change their future by changing their attitude."*

37 |

**LETIZIA MORATTI**  
CoFounder, San Patrignano



**Vision:** To have drug addicts seen as productive members of society when placed within productive environments.

**Action:** The creation of a global village of recovering addicts who are called "guests" and taught commercial skills. Ninety-six percent of residents at San Patrignano in Italy have found full-time employment upon leaving.

[www.sanpatrignano.org](http://www.sanpatrignano.org)

*"The boys and girls - whether rich or poor, those who can pay and those who can't - are all treated equally."*

32 | ★

**CAROL HANSEN**  
CEO, Tatonka Capital Corporation



**Vision:** A world where little girls know they can grow up to be a leader if they have a mind to.

**Action:** As the immediate past Chair of the Women's YPO Network (WYN) Carol gave a powerful organization a voice it never knew it had. Her team forged unity across nationalities, religions, industries and boundaries and became a beacon for advancing women in leadership positions. WYN provides role models for both sexes.

[www.TatonkaCapital.com](http://www.TatonkaCapital.com)

*"Boldness has genius, power and magic in it." - Johann Wolfgang von Goethe*

33 |

**DARYL HANNAH**  
Actress, activist



**Vision:** To raise awareness around the environment and sexual slavery.

**Action:** An active member of the World Future Council, Hannah speaks on policy solutions that serve the interests of future generations. This includes awareness around climate change, renewable energy and nuclear abolition. She's been arrested numerous times for protesting.

[www.dhlovelife.com](http://www.dhlovelife.com)

*"We're a consumer nation and you have the power to influence big corporations through what you choose to, or not to, purchase."*



38 |

**TIM JAHNIGEN**  
Founder, One World Futbol



**Vision:** Using ultra-durable products to empower humanity to fulfill their dreams through play - a biological imperative - what we call "social nutrition."

**Action:** Jahnigen created a ball that never needs a pump, never goes flat. This year they'll deliver their 1.5 millionth One World Futbol, impacting 45 million youth and adults in some of the world's most challenging places.

[www.OneWorldPlayProject.com](http://www.OneWorldPlayProject.com)

*"Where play happens, change happens!" - Lisa Tarver*

39 |

**MALALA YOUSAFZAI**  
Education activist and Nobel laureate



**Vision:** An education for all girls regardless of their culture, religion or gender.

**Action:** Yousafzai turned an attack on her life into an opportunity. Since her near-death incident, there has been an international outpouring of support for Yousafzai and her cause, to the point where she may have become the most famous teenager in the world. Her online campaign, #TheLast, asks you join to become the first to end prejudice.

[www.Malala.org](http://www.Malala.org)

*"We realize the importance of our voices only when we are silenced."*

34 |

**PETER DIAMANDIS**  
CEO, XPrize Foundation



**Vision:** A world of abundance, where the basic needs are met for every child, woman and man.

**Action:** Awards prizes to solve humanity's grand challenges: energy, water, learning and health. The creation of Singularity University, which attracts, educates and incubates exponential entrepreneurs who build companies to positively impact the lives of one billion people. Author of *Abundance*.

[www.Xprize.com](http://www.Xprize.com)

*"The best way to predict the future is to create it yourself."*

36 |

**NICK O'DONOHUE**  
CEO, Big Society Capital



**Vision:** A world where investors ask themselves a different question: not "What is the risk and return?", but "What is the risk, return and impact?"

**Action:** Created the world's first social investment financial institution. They established a unique organization with a new way of investing - seeking both a social impact and financial return.

[www.BigSocietyCapital.com](http://www.BigSocietyCapital.com)

*"If we achieve our goal, in the future the invisible heart of markets will guide the invisible hand to improve the lives of those who would otherwise be left behind."*  
- Sir Ronald Cohen

40 |

**STEDMAN GRAHAM**  
CEO, S. Graham & Associates



**Vision:** To help people understand their potential, develop an identity, and recognize the value of knowledge and how it applies to their lives each day.

**Action:** Graham teaches identity development and leadership to people all over the world - from youth to executives. He has written 11 books to share these messages. Graham wants to transform people from followers to leaders.

[www.StedmanGraham.com](http://www.StedmanGraham.com)

*"You are not your circumstances. You are your possibilities."*

41 |  
**REBECCA MASISAK**  
CEO, TechSoup Global



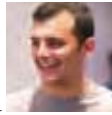
**Vision:** A world where technology is a powerful enabler for social change.

**Action:** Leading a worldwide network of individuals and organizations that share a conviction to work together to develop and exchange new solutions to our most urgent social challenges. Masisak believes NGOs and nonprofits around the world can be more effective through the appropriate use of technology.

[www.TechSoupGlobal.com](http://www.TechSoupGlobal.com)

*“Managing technology is managing change. Leadership can come from any place.”*

42 |  
**DEREK HANDLEY**  
Serial entrepreneur



**Vision:** A world where profit is put alongside people and planet.

**Action:** Helped establish the B Team, a global group of leaders chosen for the work they're doing to advance the cause of better business. Seeing the bigger picture of business and its effects on the world is crucial for survival and success. Author of *Heart to Start* – how business is about more than just profit.

[www.DerekHandley.org](http://www.DerekHandley.org)

*“It’s less about planetary issues and more about the human issues that cause it.”*

43 |  
**JANE ELLIOT**  
Schoolteacher



**Vision:** Eliminating racial discrimination by showing similarities rather than differences.

**Action:** In 1968, Elliot needed to explain Martin Luther King Jr.'s assassination to her class. Her innovative approach to highlight different racial perspectives made her pupils feel what it was like to belong to another race. It's still used to foster greater empathy today.

[www.JaneElliot.com](http://www.JaneElliot.com)

*“Keep me from ever judging a man until I have walked a mile in his moccasins.”*

44 |  
**DAVID GOSWICK**  
CEO, HOUZE



**Vision:** To create the most affordable and cleanest energy house in the world.

**Action:** Created a zero energy house that guarantees no energy bills for 10 years. Goswick has engaged NASA scientists to create new technologies that change the performance of homes – changing them from energy eaters to energy generators.

[www.TheZeroEnergyHome.com](http://www.TheZeroEnergyHome.com)

*“Promote the energy sustainability sector as a whole, as this promotes energy security and helps avoid global conflicts over oil.”*

45 | **SHARI ARISON**  
Businesswoman,  
philanthropist

**Vision:** To be a catalyst for bringing about positive change to people, society and the planet.

**Action:** The Arison Group operates two channels, business and philanthropy, as complementary platforms for doing good. Arison's wide circle of businesses and organizations have created a large footprint to inspire change.

[www.ShariArison.com](http://www.ShariArison.com)

*“If there’s no planet, there’s no bottom line.”*



46 |  
**JIM BERK**  
CEO, Participant Media



**Vision:** To use entertainment to inform, inspire, spark and accelerate positive social change.

**Action:** Uses film, television and digital entertainment to tell high quality, socially relevant and commercially viable stories. Invests in content distribution platforms that allow them to expand their reach. Creates social action campaigns to move content off-screen and into the community.

[www.ParticipantMedia.com](http://www.ParticipantMedia.com)

*“Changing the world is a team sport.”*

47 |  
**NANCY LUBLIN**  
CEO, Do Something



**Vision:** Being more honest about failure in the nonprofit sector.

**Action:** One of the largest organizations for young people and social change, their 3.4 million members create campaigns that tackle poverty, violence and the environment. Any cause, anytime, anywhere.

[www.DoSomething.org](http://www.DoSomething.org)

*“I am not a charity. I run a charity. These are different things. If we want the best minds solving the biggest problems, it's time we learned the difference.”*

48 |  
**EDUARDO BALAREZO**  
Founder, Lonesome George



**Vision:** A world where every individual has the courage and compassion to act and make a difference in their community.

**Action:** Created an apparel brand to fund his vision, then established the Academy of Agents of Change – combining adventure learning and social entrepreneurship. Courage + Compassion = Agent of Change.

[www.LonesomeGeorge.net](http://www.LonesomeGeorge.net)

*“The world is not ruined by the wickedness of the wicked, but by the weakness of the good.”*  
– Napoleon Bonaparte

49 |  
**CHRISTINE LAGARDE**  
M.D. International Monetary Fund



**Vision:** Foreseeing global opportunities and challenges in a globalized world.

**Action:** Oversees global growth and economic stability at the world's most powerful financing institution on behalf of 188 member countries. She works with developing nations to achieve stability and reduce poverty, and with developed nations to promote international trade.

[www.IMF.org](http://www.IMF.org)

*“The financial industry is a service industry. It should serve others before it serves itself.”*

50 |  
**DICK SIMON**  
Changemaker



**Vision:** A world in which there is no “them” – the most dangerous four-letter word in the English language.

**Action:** Leads delegations to countries that are understood only as adversaries and that are traditionally difficult to access to hear local perspectives and gain understanding beyond the headlines. He uses photography to convey his message around the world.

[www.DickSimon.com](http://www.DickSimon.com)

*“Travel is fatal to prejudice, bigotry and narrow-mindedness.”*  
– Mark Twain

51 |

**MARIA KLAWE**

President, Harvey Mudd College



**Vision:** To make science, technology, engineering and math accessible to diverse groups.

**Action:** Klawe is closing the computer science (CS) gender gap and having stunning success in getting more women involved. She's not concerned with filling quotas or being nice either. Content is designed around problems women can relate to. Female majors in CS have increased by 300 percent.

[www.HMC.edu](http://www.HMC.edu)

*"If you want me to do something tell me it's not allowed for girls and then I definitely, absolutely would do it, whatever it is."*



53 |

**KATHY GIUSTI**

CEO, Multiple Myeloma Research Foundation



**Vision:** To change existing cancer research techniques to one of collaboration, not competition.

**Action:** The medical research model has long been built upon a system of competition – funding (grants) and accolades. Diagnosed with multiple myeloma (cancer of the blood), Giusti created an organization that is now the world's number one multiple myeloma research funder. This has changed the way research is done.

[www.TheMMRF.com](http://www.TheMMRF.com)

*"The most important thing a leader can do is set a vision and don't stray."*

54 |

**NICHOLAS KRISTOF**

Human rights journalist, author



**Vision:** To tell the world intimate tales of human courage and sacrifice that will inspire change for the better.

**Action:** Giving a voice to the voiceless is what Kristof does best. The Pulitzer Prize-winner empowers audiences to understand the world we live in. He is author of the two best-selling books, *Half the Sky* and *A Path Appears*, coauthored with his wife Sheryl WuDunn.

[www.Kristof.Blogs.NYtimes.com](http://www.Kristof.Blogs.NYtimes.com)

*"You don't need to invade a place or install a new government to help bring about positive change."*

57 |

**GABRIELLE GIFFORDS**

CoFounder, Americans For Responsible Solutions



**Vision:** A society that prevents gun violence.

**Action:** A string of public shootings over the last few years has spurred Giffords to find solutions that prevent more violence, including background checks. Herself a victim, she fights entrenched interests such as the gun lobby and finds supportive lawmakers willing to take a stand for responsible policies.

[www.AmericansForResponsible-Solutions.com](http://www.AmericansForResponsible-Solutions.com)

*"Dangerous people with guns are a danger to women – for moms, for families, for me and you."*

58 | ★

**SETH STREETER**

CEO, Mission Wealth



**Vision:** Inspiring leaders to become successful in new ways by igniting their purpose and leveraging their gifts for greater impact.

**Action:** Helping CEOs redefine their understanding of wealth, from being about financial accumulation to abundance in relationships, health, fun, emotional well-being, career satisfaction, impact, and intellectual and spiritual growth.

[www.MissionWealth.com](http://www.MissionWealth.com)

*"If not us, then who? If not now, then when?" – John E. Lewis*

55 |

**ANGELINA JOLIE**

Actress, humanitarian



**Vision:** We all want justice and equality, a chance for a life with meaning.

**Action:** Contacting the UN High Commissioner for Refugees was Jolie's first step in using her celebrity status to visit "forgotten emergencies" around the world to keep refugees and displaced people firmly in the media spotlight.

[www.UNHCR.org](http://www.UNHCR.org)

*"We cannot close ourselves off to information and ignore the fact that millions of people are out there suffering."*

59 |

**MARY ROBINSON**

President, Cimate Justice



**Vision:** A world engaged in the advancement of climate justice.

**Action:** Climate justice is informed by science, responds to science and acknowledges the need for equitable stewardship of the world's resources. Robinson, a former Irish President, strives to participate in decision-making processes around the world that are fair, accountable, open and corruption-free.

[www.MRFCJ.org](http://www.MRFCJ.org)

*"This is the last generation in a position to help prevent dangerous climate change."*

52 |

**MUHAMMAD YUNUS**

Founder, Grameen Bank



**Vision:** To serve society's most pressing needs by unlocking the potential of the world's greatest entrepreneurs – the poor.

**Action:** With a mission to interact, incubate and create, Yunus created the world's first bank for the poor, with a focus on rural women. The bank now has revenue of US\$178 million and employs more than 22,000 people. He won the Nobel Peace Prize in 2006.

[www.GrameenCreativeLab.com](http://www.GrameenCreativeLab.com)

*"I believe that we can create a world without poverty because it is not the poor that create poverty."*

56 | ★

**KEVIN MAGGIACOMO**

President, Sperry Van Ness International



**Vision:** For all businesses to operate within the framework of a mission and vision – tied to their core values, which include the betterment of humanity.

**Action:** To positively affect gender balance across all organizations worldwide by 2020. Cofounded 5050x2020.com, which encourages leaders to adopt a more conscious way of thinking about leadership and its positive effects on business.

[www.SVN.com](http://www.SVN.com)

*"Imagine how much better the world would be if we acquired talent from 100% of the population versus 50% (of just men)."*

60 |

**SPENCER WEST**

Motivational speaker



**Vision:** To show the impossible can be done.

**Action:** Losing both legs at age five has not stopped West from reaching the summit of Mount Kilimanjaro and inspiring millions of people to overcome their challenges. He has raised hundreds of thousands of dollars for Free The Children – creating clean water programs in Kenya. He is the author of *Standing Tall: My Journey*.

[www.MeToWe.com](http://www.MeToWe.com)

*"Just because the world tells us something is impossible, it doesn't mean we have to believe it."*

61 |

**AUNG SAN SUU KYI**

Burmese opposition leader



**Vision:** A democratic Burma.

**Action:** Spending two decades in detainment can dampen your enthusiasm, but Suu Kyi has emerged as an icon for peaceful resistance in an effort to bring democracy to military-ruled Burma. She must get powerful military leaders on board to revisit the constitution to ensure a democratic future for her country. She is committed to non-violent means to achieve her goals.

[www.SuuFoundation.org](http://www.SuuFoundation.org)

*"It is not power that corrupts but fear. Fear of losing power corrupts those who wield it."*



62 |

**JEFF SKOLL**

Founder, Skoll Foundation



**Vision:** A world that deals with global challenges through social enterprise and impact investing.

**Action:** Skoll believes that you should be as entrepreneurial in impact investing as you would in any other form of investing. He founded the Skoll World Forum, made award-winning movies and started the Skoll Centre for Social Entrepreneurship.

[www.SkollFoundation.org](http://www.SkollFoundation.org)

*"Measurement is important - like any kind of investment you need to be ruthless about what you are trying to achieve."*

63 |

**TETIANA CHORNOVOL**

Journalist, civic activist



**Vision:** A corruption-free Ukraine.

**Action:** Appointed head of Ukraine's National Anti-Corruption Committee in 2014, she resigned after five months saying there was no political will in Ukraine to carry out a large-scale war against corruption. Her investigative journalism resulted in an attack in 2013 that many believe was ordered by the Ukrainian president for her investigation into his new luxury palace.

*"We need to break up the corruption schemes and prevent them from being created."*

64 |

**BILL DRAYTON**

Founder, Ashoka



**Vision:** Change everywhere requires everyone to be a changemaker.

**Action:** The role of the social entrepreneur is to advance change for the common good and to conceive new patterns that grow and spread. The best way is to get local people to see this vision, to want it and to organize to make it happen. In 1980 he launched Ashoka with a vision of "Everyone a Changemaker."

[www.Ashoka.org](http://www.Ashoka.org)

*"Give a man a fish; feed him for a day. Teach a man to fish; feed him for a lifetime."*

65 |

**INDRA NOOYI**

CEO, PepsiCo



**Vision:** Performance with purpose.

**Action:** Delivering sustainable growth by investing in a healthier future for people and planet. By tackling obesity and improving the nutritional value of PepsiCo products she has made the globally recognized company more environmentally sustainable and found innovative ways to reduce energy and water use.

[www.PepsiCo.com](http://www.PepsiCo.com)

*"To be a CEO is a calling. Don't do it because it's a job. It's a calling, and you have to be involved with your head, heart and hands."*

66 |

**RICHARD BRANSON**

Founder, Virgin Group



**Vision:** A new vision for the future where "business is unusual."

**Action:** Business has the power to drive change. The time is right for a radically different approach to business - one that puts people and planet at the core of how business is done. Branson started the B Team and was a founding member of The Elders, bringing together the world's most influential people to discuss how best to solve the world's most pressing problems.

[www.Virgin.com](http://www.Virgin.com)

*"There is an incredible opportunity to make a difference - now."*

67 |

**HELEN CLARK**

Administrator, UN Development Program



**Vision:** Achieve the UN Millenium Development Goals.

**Action:** The most powerful woman in the United Nations, Clark has an annual budget of US\$5 billion and a staff of 8,000 in 182 countries. She is leading the charge towards the UN's Millenium Development Goals by 2015. The former prime minister of New Zealand aims to cut poverty in half and promote gender equality and environmental sustainability.

[www.UN.org/MilleniumGoals](http://www.UN.org/MilleniumGoals)

*"Never look back is my philosophy."*

68 |

**ALVERO ARREGUI**

CoFounder, IGNIA Partners



**Vision:** A world that delivers quality and inclusion to the majority.

**Action:** The biggest exclusion in the world is the lack of access to quality products and services - healthcare, education, basic services and housing. Arregui believes this is a market failure, and he's invested in innovative business models that eradicate exclusion by serving the majority of the population with quality. He hopes many will follow, thus creating new industries and helping to eradicate exclusion.

[www.Ignia.com.mx](http://www.Ignia.com.mx)

*"We need a more inclusive world!"*

69 |

**CYNTHIA SIN NGA LAM**

Founder, H2prO



**Vision:** Affordable clean water and electricity.

**Action:** The 17-year-old developed a device that purifies dirty water and seperately extracts energy from the waste to create clean energy. Lam hopes her device can be scaled up to industrial size to benefit more people and potentially save millions of lives around the world.

[www.GoogleScienceFair.com](http://www.GoogleScienceFair.com)

*"I think people around the world don't really understand how serious water pollution and the energy crisis is."*

70 |

**GEORGE CLOONEY**

Actor, activist



**Vision:** Celebrities using their public image and power to draw attention to social issues.

**Action:** Used most of the money he earned from the Nespresso commercials to fund a satellite surveillance program over Sudan to monitor war crimes. Clooney actively uses his celebrity status to care about something more than just "celebrity."

[www.TakePart.com](http://www.TakePart.com)

*"If you're doing a movie about oil consumption and corruption, you can't just talk the talk - you gotta walk the walk."*



71 |  
**JENNIFER GARNER**  
Actress



**Vision:** Invest in childhood - every day, in times of crisis and for our future.

**Action:** As a member of the board of Save The Children, Garner has deepened her commitment to issues affecting children, especially the fact that a child in poverty will be 18 months behind privileged kids by the age of four. It doesn't take money to be a good mother, but it does take someone showing you what to do.

[www.SaveTheChildren.org](http://www.SaveTheChildren.org)

*"Seeing pictures of a sponsored child makes you realize they look just like your kids."*

75 |  
**DEB NELSON**  
Director, Social Venture Network



**Vision:** To support and empower diverse, innovative leaders who leverage business for a greater good.

**Action:** Helps build valuable peer-to-peer connections among influential business leaders, social entrepreneurs and impact investors. This creates high-impact collaborations that contribute to a just, humane and sustainable world.

[www.SVN.org](http://www.SVN.org)

*"We're a network where members originally went to remind themselves that they're not crazy."*

77 |  
**MINDY LUBBER**  
President, Ceres



**Vision:** Mobilizing business leadership for a sustainable world.

**Action:** Ceres was formed 25 years ago after the Exxon Valdez oil spill. Their mission was to bring environmentalists and capitalists together to forge a new sustainable business model, one that would help protect the planet, weaving social challenges and investor decision-making into the capital markets to help build a thriving global economy.

[www.Ceres.org](http://www.Ceres.org)

*"A good environmental policy is good for business."*

72 | ★  
**DR. NAIF AL-MUTAWA**  
Founder, The 99



**Vision:** A world where those who think outside the box don't have their thoughts bullied back in to a box.

**Action:** Created The 99 superhero comic series, based on the values that Islam shares with humanity. The idea was fought by zealots in both the East and West as it competes for mindshare. It became the first intellectual property from the Muslim world to go global.

[www.Al-Mutawa.com](http://www.Al-Mutawa.com)

*"Sometimes you have to lose a battle to win a war. Often the lines between battles and wars are blurred."*

73 | ★  
**STEPHANIE SONNABEND**  
Chair, Women on Boards



**Vision:** Raising the number of women on boards to 20 percent by 2020.

**Action:** Sonnabend believes her campaign will redefine good corporate governance and gender diversity standards, and create corporate action. The best boards harvest diverse experience, skills and perspective.

[www.2020WOB.com](http://www.2020WOB.com)

*"I believe that women can have it all, just not all at the same time. We all have three aspects of our lives: work, family and personal."*

74 |  
**JEFF JOERRES**  
CEO, ManpowerGroup



**Vision:** An era that will put unprecedented value on talent as the main driver of business success.

**Action:** ManpowerGroup is leading governments and business leaders to re-examine how they leverage human potential in an increasingly volatile world. They don't pretend they have a social conscience, because the core of their business is already that.

[www.ManpowerGroup.com](http://www.ManpowerGroup.com)

*"Previous eras were defined by the raw materials that transformed them: stone, iron and bronze. Now it's human potential."*

76 | **CHRIS TEMPLE / ZACH INGRASCI**  
Founders, Living on One

**Vision:** A world of equitable opportunity, where everyone - no matter race, gender, or religion - is treated with dignity.

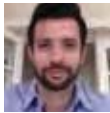
**Action:** The pair immerse themselves in pressing global issues and create films about their experiences to inspire action. Their approach is to take the time to listen and help share these stories on a global scale.

[www.LivingOnOne.org](http://www.LivingOnOne.org)

*"A real leader is someone who leads by example, through the personal narrative and values of their life."*



78 |  
**MATT RENNER**  
Executive Director, World Business Academy



**Vision:** To inspire business to assume responsibility for the whole of society.

**Action:** The academy is a nonprofit think tank and action incubator that assists those in business who share their values. They explore the roles and responsibilities of business in relation to critical moral, environmental and social issues of our day.

[www.WorldBusiness.org](http://www.WorldBusiness.org)

*"Business is the most agile and important force on earth and also the most politically and socially impactful."*

79 |  
**KOANN SKRZNIARZ**  
CEO, Sustainable Brands



**Vision:** Imagine a world in which our economy works for all people - this generation and the next.

**Action:** Reframing the conversation about sustainability - from one of responsibility, cost savings and risk mitigation to one of revenue growth and opportunity for innovation.

[www.SustainableBrands.com](http://www.SustainableBrands.com)

*"Cynicism is the enemy of the good. Focus on the positive and never forget that any action, big or small, in support of a better world helps tip the future in the right direction."*

80 |  
**BILL & MELINDA GATES**  
Founders, Gates Foundation



**Vision:** Be an optimist. Focus on a few big goals that can help every person have a healthy, productive life.

**Action:** Some of the projects the foundation funds will fail. Bill and Melinda Gates not only accept that, they expect it - because they think their essential role is to make bets on promising solutions that governments and businesses can't afford to make. They adjust strategies and share the results so everyone can benefit.

[www.GatesFoundation.org](http://www.GatesFoundation.org)

*"Don't just go for safe projects, take on the really tough problems."*

81 |

**SCILLA ELWORTHY**

Founder, Oxford Research Group



**Vision:** To enable leaders to make wiser decisions so that there is less suffering as a result of war.

**Action:** Elworthy has brought nuclear weapons policy makers into dialogue with their counterparts and with their critics, in confidential under-the-radar meetings to discuss the terms of treaties. Nominated for the Nobel Peace Prize three times.

[www.ScillaElworthy.com](http://www.ScillaElworthy.com)

*“If the mantra of last century was ‘what can I GET?’, the mantra of this century (for those ahead of the curve) is ‘what can I GIVE?’”*

82 |

**SIMON MAINWARING**

Founder, We First Branding



**Vision:** A world in which business becomes a global force for positive social change.

**Action:** Mainwaring wrote *We First: How Brands and Consumers Use Social Media to Build a Better World*. He started speaking around the world and writing for industry magazines to share these ideas.

[www.WeFirstBranding.com](http://www.WeFirstBranding.com)

*“The future of profit is purpose. Your brand must be the celebrant, not celebrity of your customer. Be a mission with a company, not a company with a mission.”*

83 |

**LUCY SIEGLE**

Journalist



**Vision:** To convince everybody they have a vested interest in fighting for the environment – however disenfranchised they feel.

**Action:** Creator of the Observer Ethical Awards, Siegle thinks the circular economy has enormous potential to create positive change.

[@lucysiegle](http://@lucysiegle)

*“The global economy creates a global ignorance, in which producers and consumer cannot know or care about one another. The degradation of products, places, producers and consumers is inevitable.”*

84 |

**BEN RATTRAY**

Founder, Change.org



**Vision:** A world where no one is powerless and creating change is part of everyday life.

**Action:** The world’s first online platform for change has provided a petition tool for more than 87 million users since 2007. Rattray’s mission is to empower people everywhere to create the change they want to see. Twenty-five million people across 50 countries have already participated in at least one winning campaign.

[www.Change.org](http://www.Change.org)

*“I want to see a world in which social movements and organizing is an everyday experience.”*

85 |

**GEENA DAVIS**

Founder, Geena Davis Institute on Gender in Media



**Vision:** Inspire the next generation of content creators to focus on gender equality and reduce stereotyping in children’s media.

**Action:** The Institute has amassed the largest body of research on gender prevalence in entertainment. A biennial symposium convenes decision makers, content creators and thought leaders to share how best to establish a gender-balanced media landscape.

[www.SeeJane.org](http://www.SeeJane.org)

*“We’re showing kids a world that is scantily populated with women. They should see female characters taking up half the planet, which we do.”*

86 |

**DENIS HAYES**

President, Bullitt Foundation



**Vision:** A world in which humans live sustainably, in harmony with one another and nature, powered mostly by solar energy.

**Action:** The principal organizer of the first Earth Day in 1970, Hayes helped launch the modern environmental movement. He recently built what some have described as the greenest office building in the world.

[www.bullitt.org](http://www.bullitt.org)

*“Success requires the ability to distinguish between opinions and facts. Question every opinion, but never ignore proven facts.”*

87 |

**SUSAN MCPHERSON**

Serial connector, Angel investor



**Vision:** A world where corporations are a leading force for good.

**Action:** Spreads her vision by writing, consulting, tweeting, speaking and impact investing. As an angel investor she realized that investing in business was another way to support and empower women.

[www.SusanMCP.com](http://www.SusanMCP.com)

*“It was when I started to see the intersection between cause and business that I realized that brands and corporations can be a force for good in the world.”*

88 |

**TIM FREUNDLICH**

President, Impact Assets



**Vision:** Promoting a world where all capital is invested for optimal social, environmental and financial impact.

**Action:** Freundlich has impacted the investing ecosystem by providing products and thought leadership that has enabled philanthropists, asset owners and their wealth advisors to make investments with positive social, environmental and financial returns.

[www.ImpactAssets.org](http://www.ImpactAssets.org)

*“For a whole new generation of entrepreneurs, it’s no longer just about the bottom line.”*

89 |

**DR. SYLVIA EARLE**

Oceanographer



**Vision:** To develop a global network of areas on land and sea that can help safeguard the living systems that underpin life on earth.

**Action:** Earle is the recipient of more than a hundred national and international honors. She was the first female chief scientist of the U.S. National Oceanic and Atmospheric Administration and has devoted her life to safeguarding oceans. She was named *Time*’s first Hero For The Planet in 1998.

[www.OceanElders.org](http://www.OceanElders.org)

*“Health to the ocean means health for us.”*

90 |

**ROGER GERTENRICH**

Citizen leader



**Vision:** A world in which citizens take action to create a better community.

**Action:** The 80-year old former mayor, business owner, medical professional and veteran has spent his life in action, creating projects that will enhance lives in the community for generations to come. His vision for each project expands and changes as he listens to input. Everyone has ownership of the new collective vision.

*“We make a living by what we get, but we make a life by what we give.”*  
– Winston Churchill

91 |

**BETSY MCKINNEY**  
Founder, The New  
Founding Family



**Vision:** A new founding document to evolve our governing systems based on a crowd-sourced Declaration of Interdependence.

**Action:** While the U.S. was founded with a Declaration of Independence, leaders throughout history have affirmed that they are dependent on one another and should enjoy equal rights. She wants equal representation of men and women in government.

[www.TheFoundingFamily.com](http://www.TheFoundingFamily.com)

*“My commitment is to Love, Partnership and Interdependence as the values needed to evolve our democracy.”*

95 |

**ROSA PARKS**  
(1913-2005)  
Civil Rights Activist



**Vision:** A society free of prejudice.

**Action:** Parks refused to give up her seat to a white commuter on a bus in 1955. She became an icon of the modern Civil Rights Movement and a symbol of peaceful resistance to racial segregation. Her small, quiet and lone protest was to have a huge influence on the self-worth of an entire nation, one that still inspires many today.

[www.RosaParksFacts.com](http://www.RosaParksFacts.com)

*“I don't remember feeling anger, but I did feel determined to take this as an opportunity to let it be known that I did not want to be treated in that manner.”*

97 | ★

**JULIE COPELAND**  
CEO, Arbill



**Vision:** An accident-free workplace.

**Action:** Dedicated to protecting your most valuable asset – your employees – Copeland collaborates, brainstorms and actively provides safety advice to more than 300,000 workers. She knows that legislation alone is not adequate to provide safety in the workplace and has trademarked a four-stage advantage plan to keep employees safe. The Arbill University offers thought leadership.

[www.Arbill.com](http://www.Arbill.com)

*“It's not simply about the impact an accident has on an individual, but on families too.”*

92 |

**JOHN MACKEY**  
Founder, Whole Foods



**Vision:** A more conscious way of doing business.

**Action:** Mackey has devoted his career to helping shoppers satisfy their lifestyle needs with high-quality natural and organic foods. He cofounded the Conscious Capitalism Movement to challenge business leaders to rethink why their organizations exist, and to acknowledge their roles in the interdependent global marketplace.

[www.WholeFoodsMarket.com](http://www.WholeFoodsMarket.com)

*“Great companies have great purposes.”*

93 |

**EMMA WATSON**  
Actress, gender activist



**Vision:** A world of gender equality.

**Action:** Some campaigns portray the feminist cause as “man-hating.” By involving both genders in the #HeForShe campaign, Watson hopes to abolish the “us vs. them” mentality. She has launched a campaign that aims to galvanize one billion men and boys to end female inequality. As she's said to men, “It's your fight too.”

[www.HeForShe.org](http://www.HeForShe.org)

*“Gender equality is not only a woman's issue, it is a human rights issue.”*



94 |

**PIERRE OMIIDYAR**  
Founder, eBay and  
First Look Media



**Vision:** Democracy depends on a citizenry that is highly informed and deeply engaged in the issues that affect their lives.

**Action:** First Look's insistence on editorial independence has already attracted some of the most fiercely independent journalists around. Omidyar seeks to improve society through journalism and technology, and to hold those in power accountable.

[www.FirstLook.org](http://www.FirstLook.org)

*“Long-term sustainable change happens if people discover their own power.”*

96 |

**ELON MUSK**  
Founder, Tesla



**Vision:** We must expand life beyond this green and blue ball or go extinct.

**Action:** Musk says his ideas can change history. At his car company, employees believe they are saving the planet, and at the rocket company, they believe in giving the inhabitants of this world a second chance on another planet – if this one gets messed up. His open software approach to propriety information is also revolutionary.

[www.TeslaMotors.com](http://www.TeslaMotors.com)

*“When something is important enough, you do it even if the odds are not in your favor.”*

98 |

**DESMOND TUTU**  
Spiritual leader,  
social rights activist



**Vision:** A society that nurtures tolerance and understanding among all people.

**Action:** The Archbishop Emeritus has identified essential human values as the building blocks for sustainable peace: Love, hope, tolerance and courage. His role as a spiritual leader has transgressed all cultures and religions as he's made the world aware of our shared humanity.

[www.Tutu.org](http://www.Tutu.org)

*“My humanity is bound up in yours, for we can only be human together.”*

99 |

**ANU SRIDHARAN**  
Founder, NextDrop



**Vision:** A society that nurtures tolerance and understanding among all people.

**Action:** Twenty-something Sridharan invented a mobile app that provides real-time information on water availability in India via SMS. In addition to serving the needs of women in developing countries she has helped solve a problem that affects 90 percent of Asia.

[www.NextDrop.org](http://www.NextDrop.org)

*“I've made so many mistakes, been in so many 'wow, this is nuts' situations.”*

100 |

**FELIX FINKBEINER**  
Founder, Plant For  
The Planet



**Vision:** A world in balance, where climate justice prevails and children no longer have to fight for survival.

**Action:** The 16-year-old passed his target of planting a million trees in his home country Germany, and kept on going. To date, 30,000 Climate Justice Ambassadors have planted 13 billion trees in 131 countries. “There is still space for 1,000 billion more,” he says.

[www.Plant-For-The-Planet.org](http://www.Plant-For-The-Planet.org)

*“A mosquito cannot do anything against a rhino, but a thousand mosquitoes can make the rhino change its direction.”*