

TOP 10 OPPORTUNITIES FOR 2018

Real Leaders™

INSPIRE THE FUTURE

www.real-leaders.com

ARE YOU MAN
ENOUGH FOR
GENDER EQUALITY?
(WELL, ARE YOU?)

100 VISIONARY LEADERS

"Men don't have the
benefits of equality either."
Emma Watson

WISDOM
ANCIENT LESSONS
FROM INDIGENOUS
CULTURES

5 REASONS
NO ONE STOPS
SEX PREDATORS

**10 QUALITIES
OF GREAT
LEADERS**
DO YOU
HAVE THEM?





VISIONARY LEADERS



The *Real Leaders* 2018 list of visionary leaders was chosen with a simple question in mind: Do they Inspire The Future? Are they creating a better world? The Real Leaders 100 list is numbered for reference only and does not indicate a ranking. We want to share a wide variety of entrepreneurial visionaries who demonstrate that anyone can be a real leader. We hope you're as inspired as we are by the stories from all kinds of leaders – recovering addicts, kids, CEOs, citizens and celebrities. The people on the following pages have all achieved remarkable things from a simple idea, 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 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 to our planet in need of resources.

1 | « UNITED STATES

EVA LONGORIA
ACTRESS & PHILANTHROPIST,
THE EVA LONGORIA FOUNDATION



Vision: To empower Latinas to reach their potential through education and entrepreneurship.

Action: Providing Latina entrepreneurs with career training, mentorship, capital and opportunity. By investing in Latinas, they hope to build a stronger future for our country.

WWW.EVALONGORIAFOUNDATION.ORG

"Be philanthropic in your everyday life. You don't have to have money to do that. You can do it with your time and energy."



"Politics needs to stop treating women as a special-interest group."
Eva Longoria

2 | « UNITED STATES

JONATHAN GRANOFF
PRESIDENT, THE GLOBAL
SECURITY INSTITUTE



Vision: Instead of using intelligence to melt the polar ice cap, using wisdom to melt the human heart.

Action: Granoff expresses his human values through the tools of law, advocacy, diplomacy and nonviolent conflict prevention and resolution to build an international order where nuclear weapons are universally and legally eliminated.

WWW.GSINSTITUTE.ORG | WWW.NOBELPEACESUMMIT.COM

"Separate from oneself that which separates one from other lives." - Bawa Muhaiyaddeen.

3 | « UNITED STATES

ALLI J. MORAN
FOUNDER, THE WAKPÁ
WASTÉ SCHOLARS ALLIANCE



Vision: To build capacity around education empowerment on her reservation of the Cheyenne River Sioux Tribe.

Action: Unsettled by how Native Americans are virtually neglected in the political system; leaving communities vulnerable to education funding cuts, Moran works to empower Native American youth by providing mentorship and resources to help them access higher education.

FACEBOOK.COM/LAKOTASCHOLARS

"Let us put our minds together and see what life we can make for our children."
- Sitting Bull

4 | « UNITED STATES

LEONARDO DICAPRIO
ACTOR, FOUNDER, THE LEONARDO
DICAPRIO FOUNDATION



Vision: To find solutions that help restore balance to threatened ecosystems.

Action: Started a foundation in 1998 to work on pressing environmental issues. Through grantmaking, public campaigns and media initiatives, the foundation brings attention and funding to wildlands conservation, oceans conservation, climate change, indigenous rights, transforming California and innovative solutions.

WWW.LEONARDDICAPRIO.ORG

"Think about the shame that each of us will carry when our children and grandchildren look back and realize that we had the means of stopping this devastation, but simply lacked the political will to do so."

5 | « SOUTH AFRICA

THANDEKA TUTU-GXASHE
CEO, DESMOND TUTU
TUTUDESK CAMPAIGN



Vision: A world where the 500 million school-going children, currently without a desk, are given this most basic necessity.

Action: The Tutudesk Campaign has given portable desks to nearly 2 million children in 22 countries in subSaharan Africa, delivering an infinitely improved learning experience and imparting a sense of dignity to children. The desk has improved literacy and reduced absenteeism.

WWW.TUTUDESK.ORG

"It always seems impossible until it's done!" - Nelson Mandela

6 | « AUSTRALIA

SIMON MOSS
COFOUNDER & MANAGING
DIRECTOR, GLOBAL CITIZEN



Vision: A world without extreme poverty by 2030. As a global community, they have adopted 17 Global Goals for Sustainable Development to create this.

Action: Created and grew Global Citizen's events and campaigns divisions, major events and campaigns in support of ending extreme poverty. The campaigns have driven 13 million actions, unlocked 300 commitments valued at \$35 billion, and will affect 1.3 billion people by 2030.

WWW.GLOBALCITIZEN.ORG

"A leader is best when people barely know he exists; when his work is done, his aim fulfilled, they say: 'We did it ourselves.'" - Lao Tzu

7 | « JORDAN

ABLA AL-HAJAYA
HEAD OF YOUTH, JORDANIAN
HASHEMITE FUND FOR HUMAN
DEVELOPMENT



Vision: A society that supports women's political and economic empowerment on fair basis for all Arab women.

Action: Trains young people, in conjunction with UNICEF, to build their capacities and skills through active participation and citizenship. Heads the Al-Hissa Association that supports orphans and the poor. Launched initiatives that tackle issues related to women and children, such as "Underage Victims."

WWW.WEBSITE.COM

"One lamp, yet not enough to light a whole dark city, it is sufficient to show you the right path."

8 | « UNITED STATES

ALEX ATZBERGER
PRESIDENT, SAP ARIBA



Vision: Transparency through digital will bring back trust in global economy and equal opportunity to all participants.

Action: Global 2000 companies spend \$12 trillion on goods and services annually. These companies have the power to ensure that no forced labor is being used to make their products, that they follow environmental practices across their supply chain and make opportunities available to diverse businesses. SAP Ariba delivers the largest digital business network to help them do it.

WWW.ARIBA.COM

"Be infinite while it lasts." - Vinicius de Moraes

9 | « IRAQ

BASIMA ABDULRAHMAN
FOUNDER/CEO, KESK



Vision: A world where smart solutions are implemented to ensure a healthy and safe environment for all.

Action: Founded the first initiative that offers sustainable building consulting services in Iraq. Conducts free educational courses and materials on green building design for college students and professionals to ensure wide adoption in a region where the knowledge in this field is limited. Sponsors a design competition for college students to build their capacity in sustainable design.

WWW.KESKCO.COM

"When you are inspired by some great purpose, you discover yourself to be a greater person by far than you ever dreamed yourself to be." - Patanjali

10 | « UNITED STATES

ROBERT SMITH
FOUNDER, ICV



Vision: A more conscious way of allocating capital.

Action: Identifies changemakers from around the world and connects them with family offices and fund investors who care for the future, and want to advance corporate responsibility and create social impact beyond financial return. Through the creation of partnerships, they are mobilizing trillions of dollars to find solutions to the world's greatest challenges.

WWW.ICVGROUP.ORG

"If you build it, they will come"