

Creating Impact in an Exponential World



Anne Connelly



How would you make this room **better?**

- More natural light
- Comfortable seats
- Change the temperature



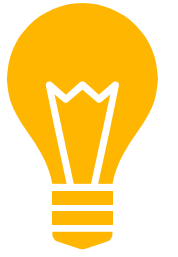
How would you make this room **10x better?**

- Holograms of members who couldn't be here today
- Room would fly from Sydney to Paris
- Biometric response from the chairs to gauge learning



Exponential Thinking





How can we create more impact?

- Raise more money
- Hire more people
- Open more projects



SOCIAL IMPACT

To actively do good things or prevent bad things so all creatures, near and far, can lead better lives now, and in the future.

IROQUOIS 7th GENERATION PRINCIPLE

The decisions we make today should result
in a sustainable world seven generations
into the future.

**FIND A PROBLEM
YOU CARE ABOUT**

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



**SUSTAINABLE
DEVELOPMENT
GOALS**



2 ZERO HUNGER



LEGS 4 AFRICA







Byron Román

March 5 at 9:20 AM · 🌐



Here is a new #challenge for all you bored teens. Take a photo of an area that needs some cleaning or maintenance, then take a photo after you have done something about it, and post it.











13 CLIMATE ACTION





because this guy



EVERYONE
CAN CREATE IMPACT

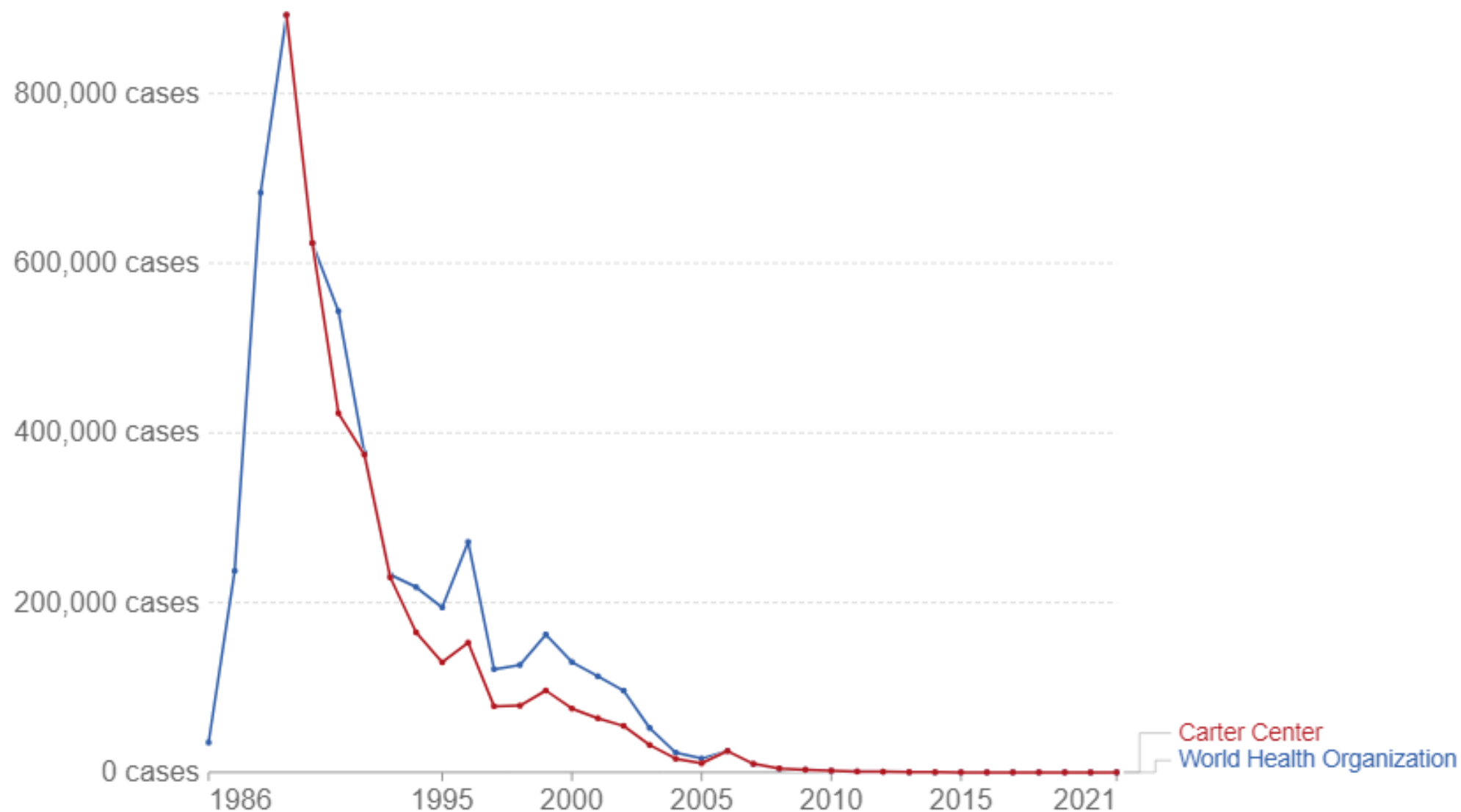
**HOW DO YOU
CREATE IMPACT?**

A black and white portrait of an elderly man with short, light-colored hair, looking directly at the camera with a serious expression. He is wearing a dark suit jacket over a light-colored, open-collared shirt. His hands are clasped together in front of him, resting on a surface. The background is a solid, light gray. The word "Forbes" is printed in a large, white, serif font in the bottom left corner.

Forbes



Number of reported Guinea worm cases, World



Source: The Carter Center (2022), World Health Organisation (2021)

OurWorldInData.org/eradication-of-diseases/ • CC BY

Note: For the early period especially the number of reported cases is much lower than the true number of cases. Greenaway (2004) reports an estimate of 3.5 million cases for the year 1986.

**THE SDGs ARE A
\$12 TRILLION
BUSINESS OPPORTUNITY**

The \$100-Billion Club

10 Richest People on the Planet*

\$100B ● ————— ● \$200B

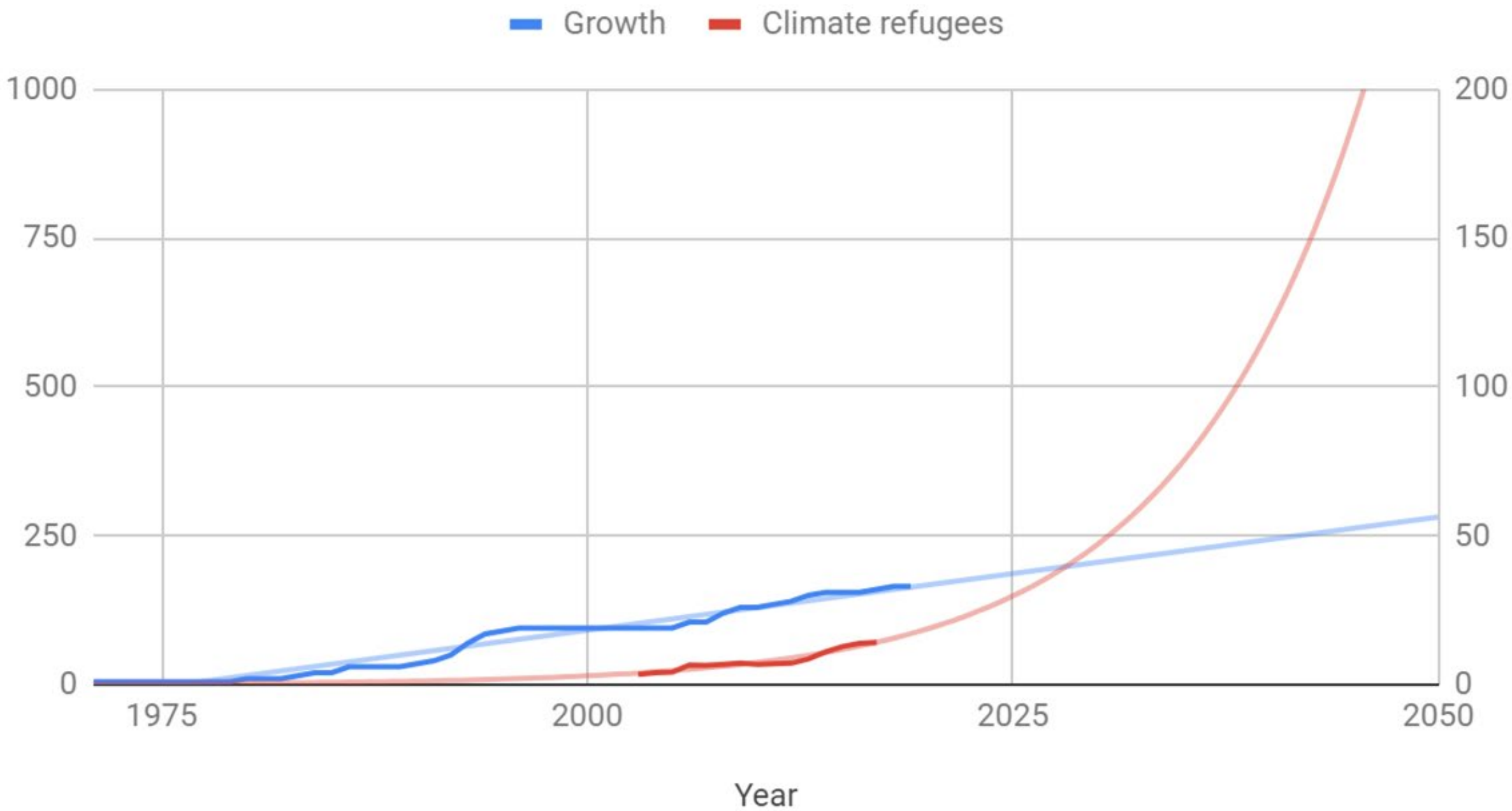
Rank		Name	Total Net Worth	Country	Industry	Source of Wealth
1		Elon Musk	\$198B		Technology	
2		Jeff Bezos	\$194B		Technology	
3		Bernard Arnault	\$157B		Consumer	
4		Bill Gates	\$149B		Technology	
5		Mark Zuckerberg	\$132B		Technology	

**SOMEONE WHO
POSITIVELY IMPACTS
THE LIVES OF
A BILLION PEOPLE**

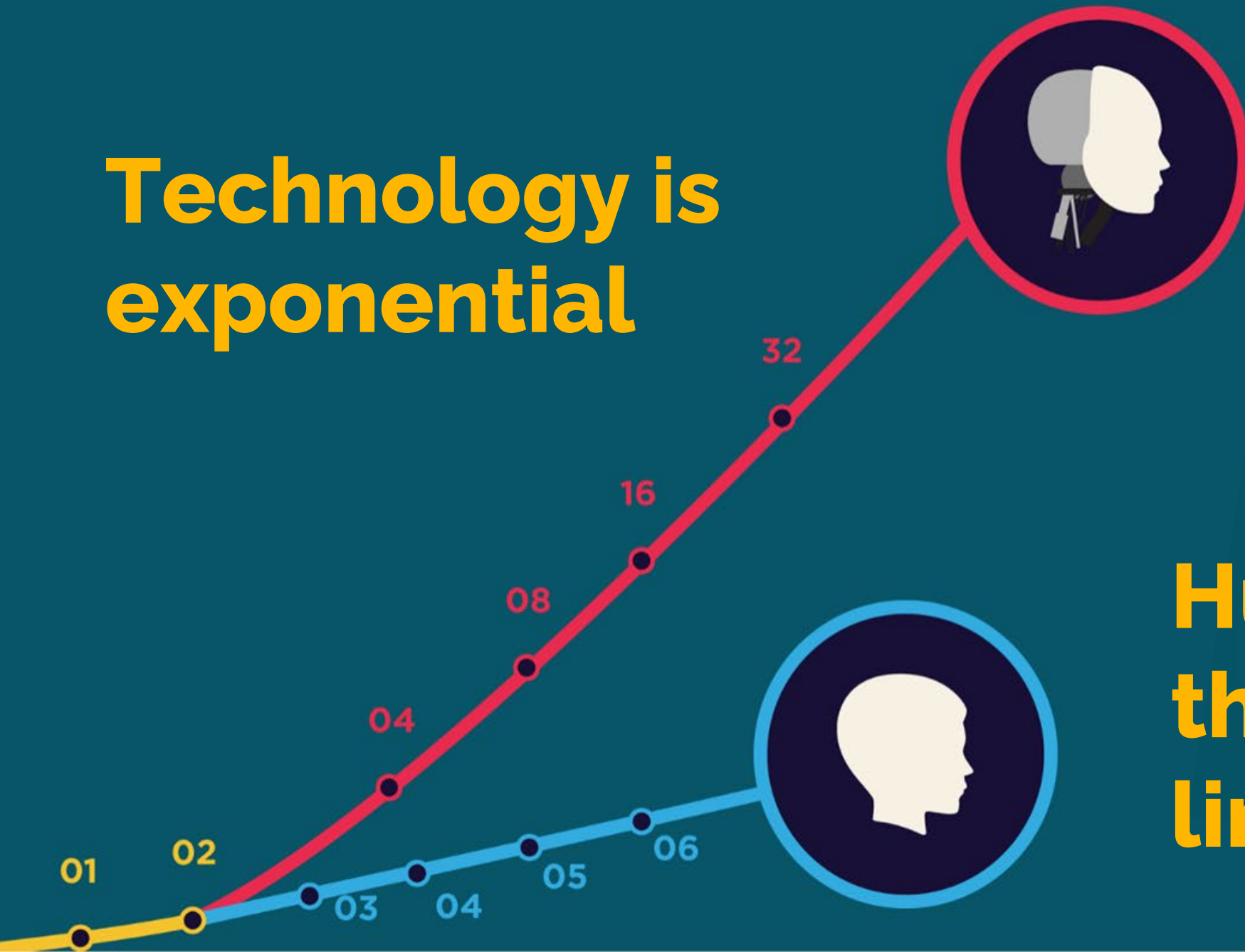


**By 2050, climate change will
force the migration of over**

1 BILLION PEOPLE

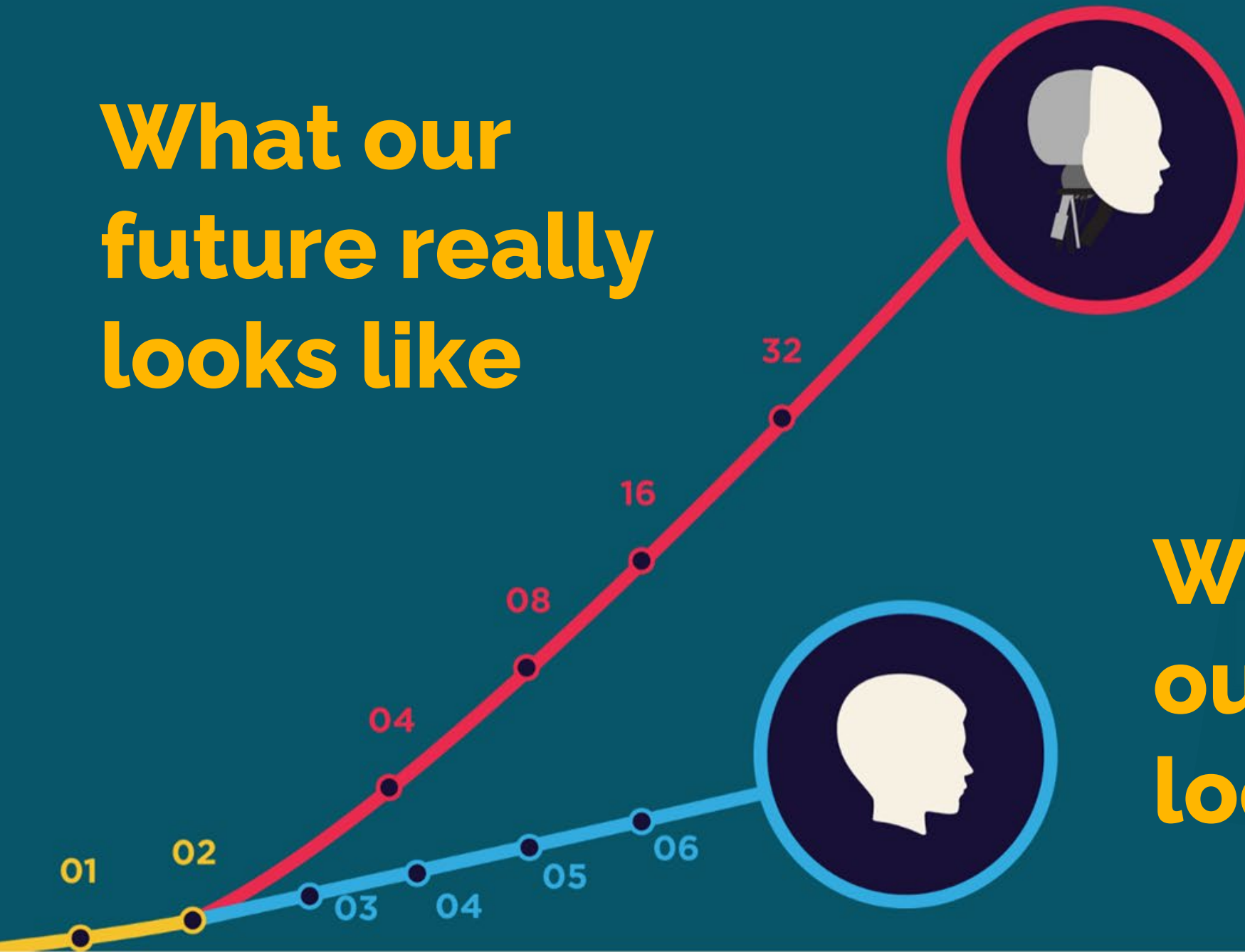


Technology is exponential



Humans think linearly.

**What our
future really
looks like**

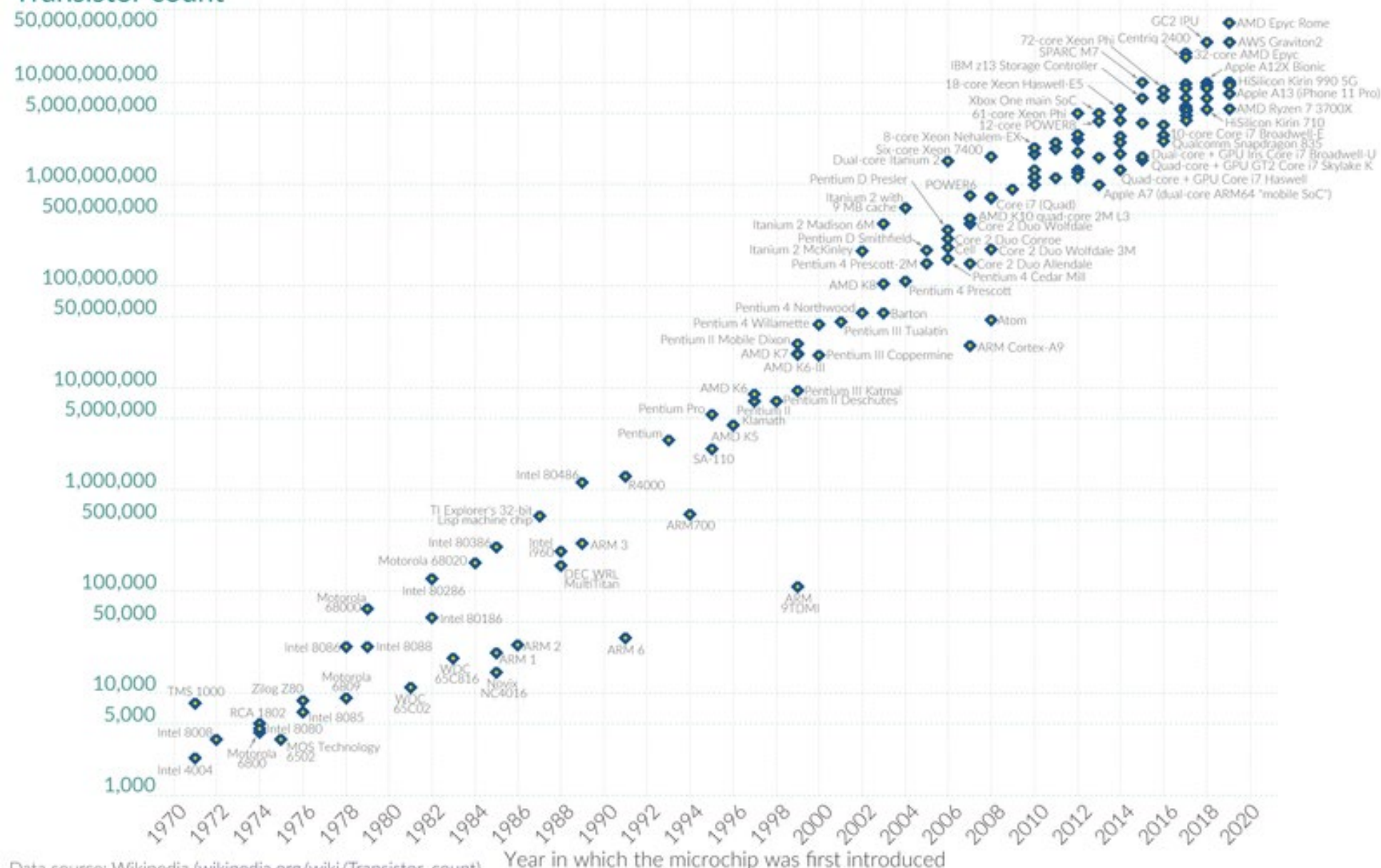


**What we think
our future
looks like**

Moore's Law: The number of transistors on microchips doubles every two years

Moore's law describes the empirical regularity that the number of transistors on integrated circuits doubles approximately every two years. This advancement is important for other aspects of technological progress in computing – such as processing speed or the price of computers.

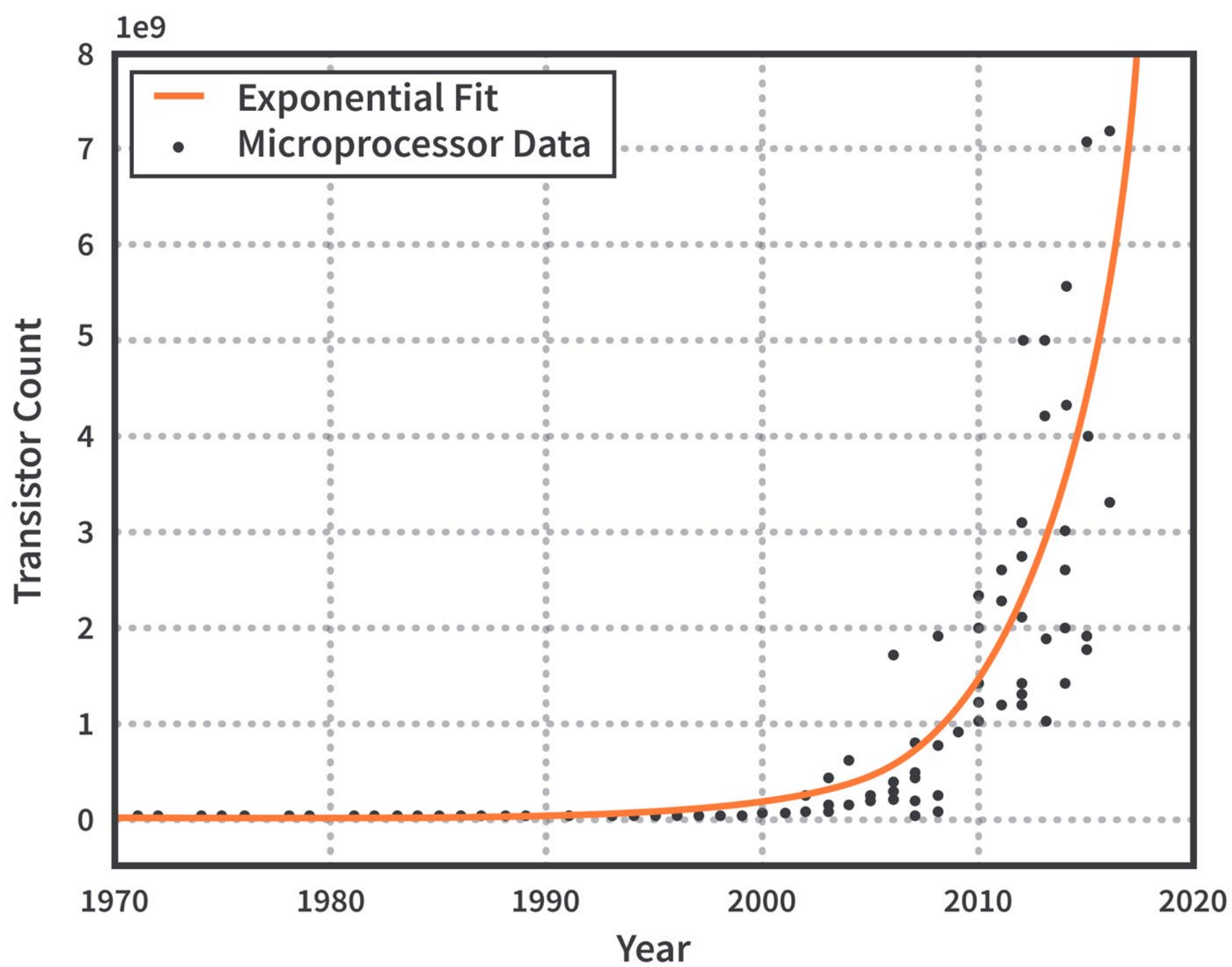
Transistor count



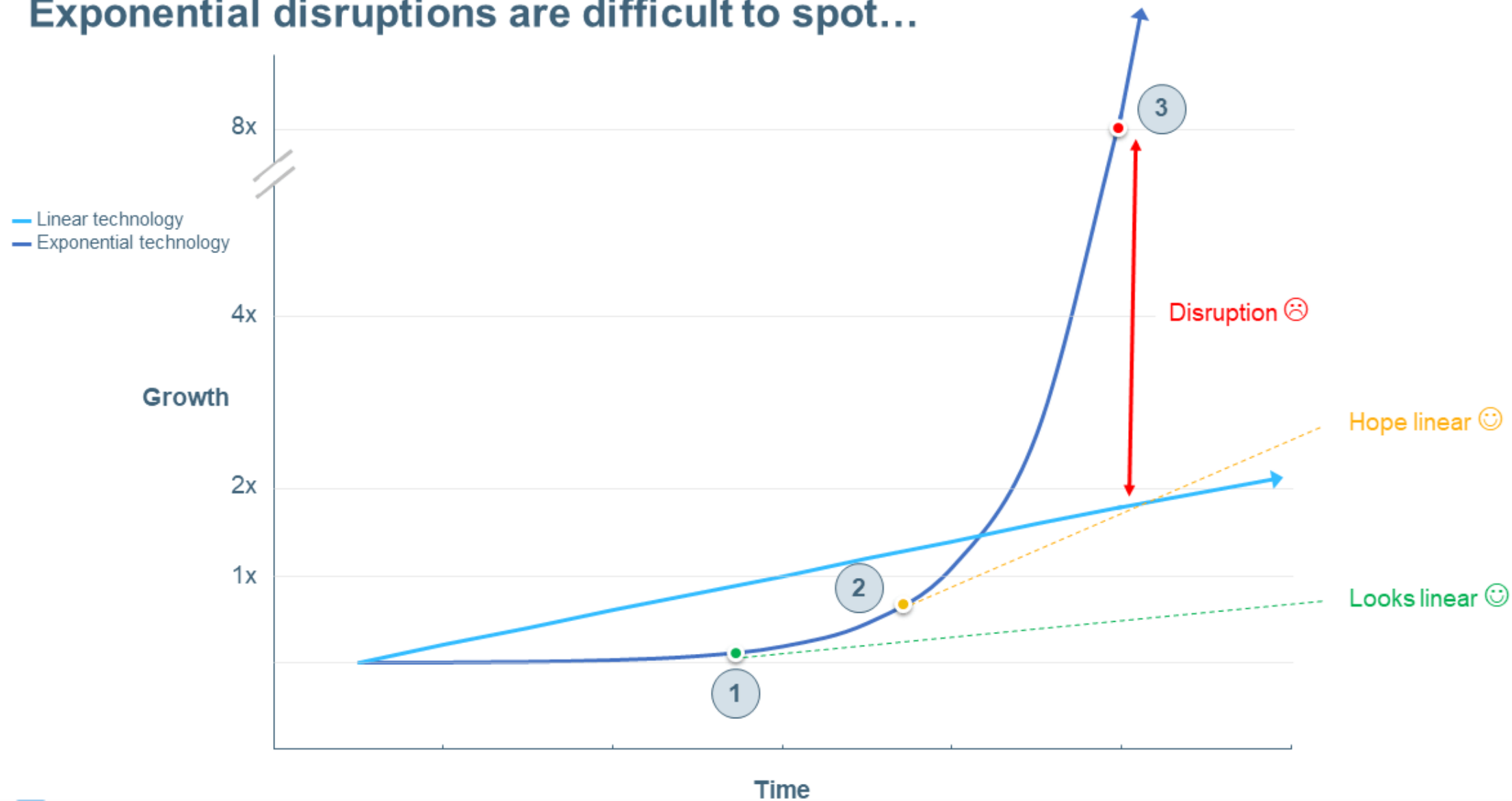
Data source: Wikipedia (wikipedia.org/wiki/Transistor_count)

OurWorldinData.org – Research and data to make progress against the world's largest problems.

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Exponential disruptions are difficult to spot...

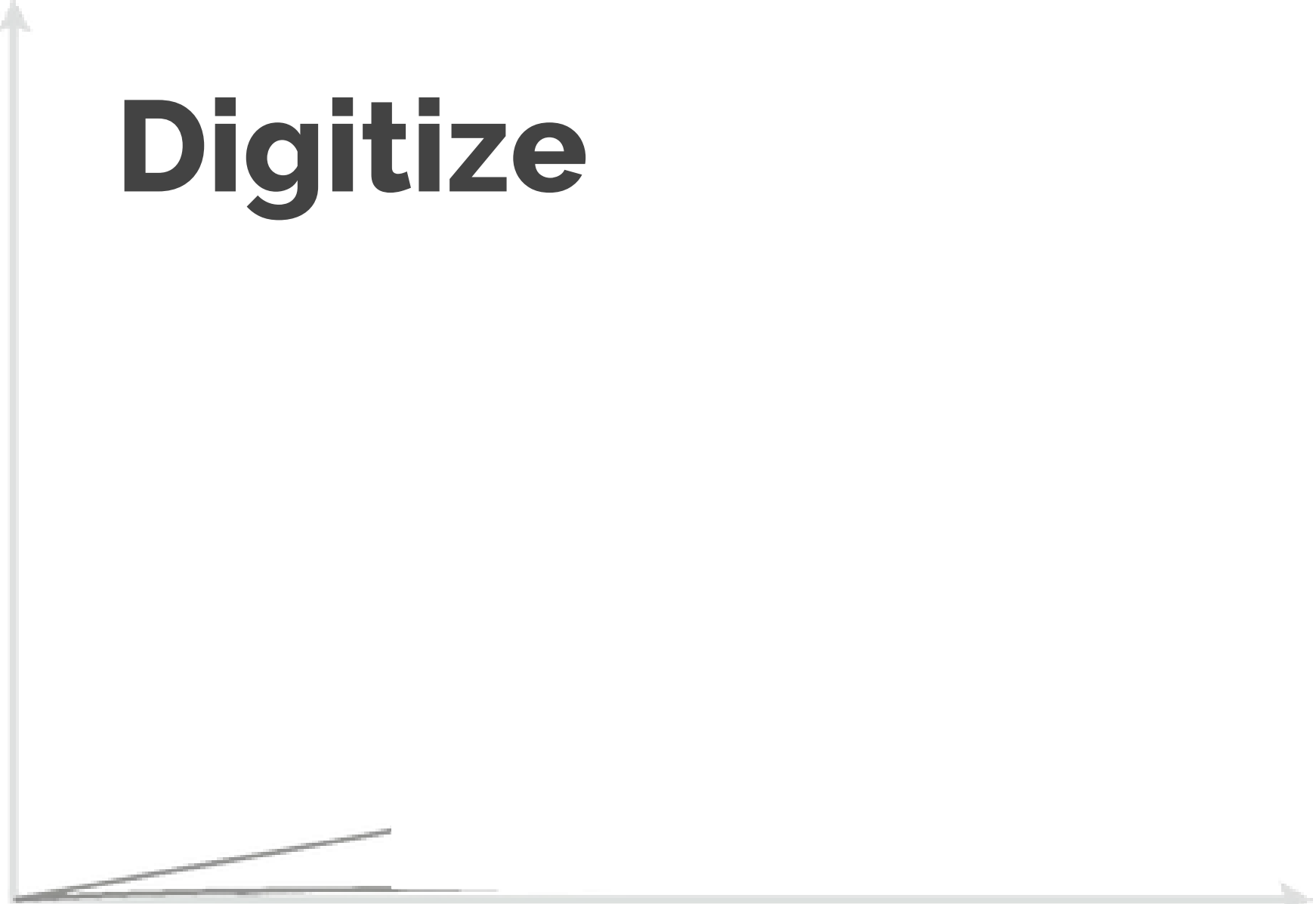


Use the **6Ds** of Exponential Tech



- Digitize
- Deceptive
- Disrupt
- Dematerialize
- Demonetize
- Democratize

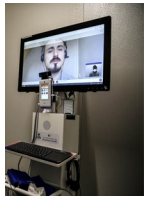
Digitize



DIGITIZE



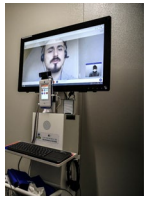
Digitize



DIGITIZE

Deceptive

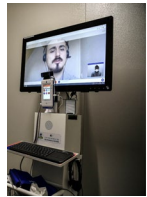
**"It's never going
to be as good as a
real doctor"**



DECEPTIVE

DIGITIZE

Disruptive



"It's never going
to be as good as a
real doctor"

DECEPTIVE



DISRUPTIVE

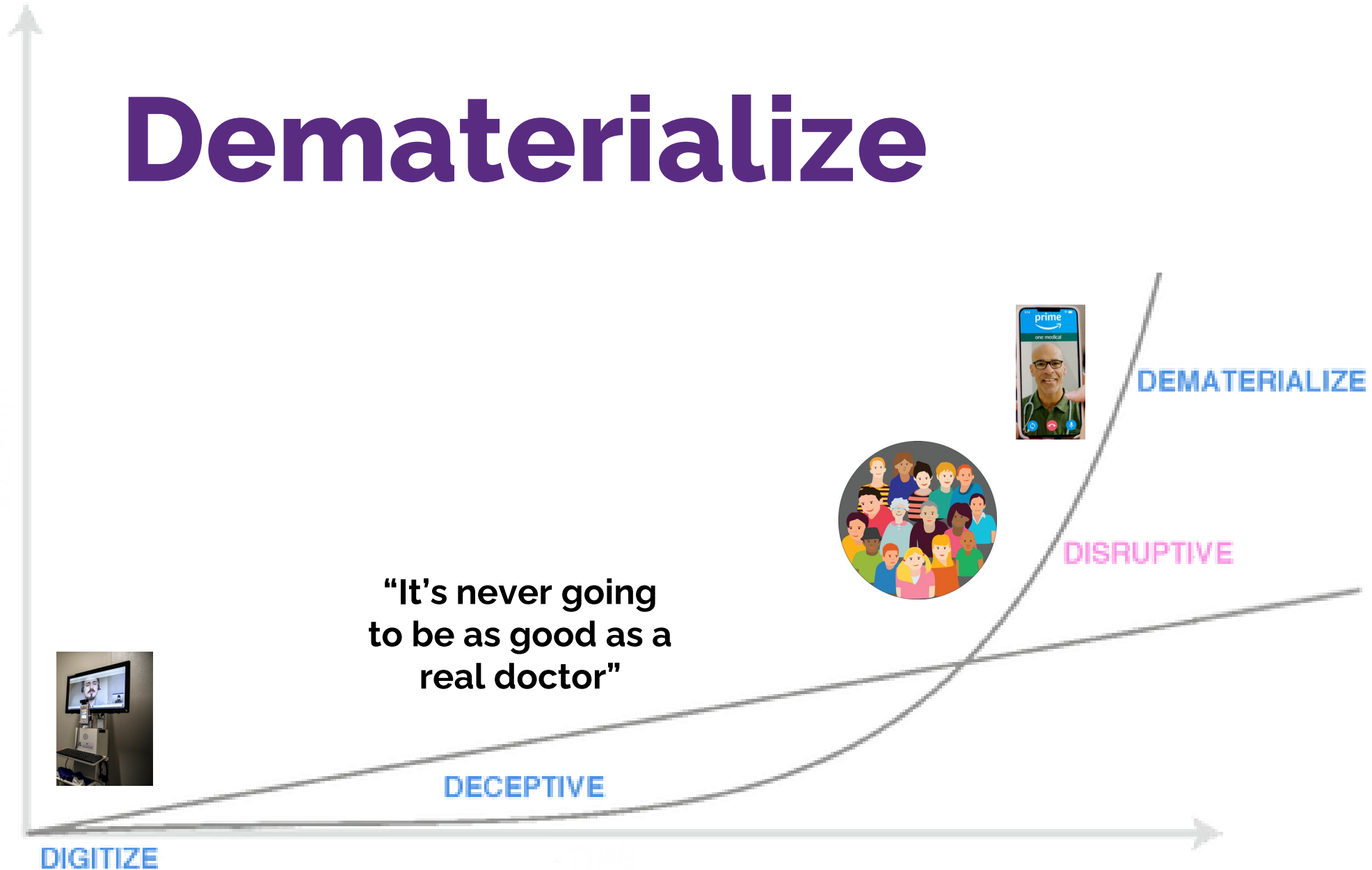
DIGITIZE

Dematerialize





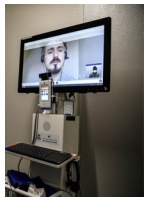
Dematerialize



Demonetize



"It's never going
to be as good as a
real doctor"



DEMONETIZE

DEMATERIALIZIZE

DISRUPTIVE

DECEPTIVE

DIGITIZE

Democratize

10x

AI
ARTIFICIAL
INTELLIGENCE



DEMOCRATIZE

DEMONETIZE

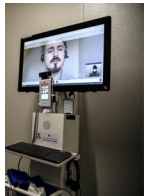
DEMATERIALIZE

DISRUPTIVE

"It's never going
to be as good as a
real doctor"

DECEPTIVE

DIGITIZE





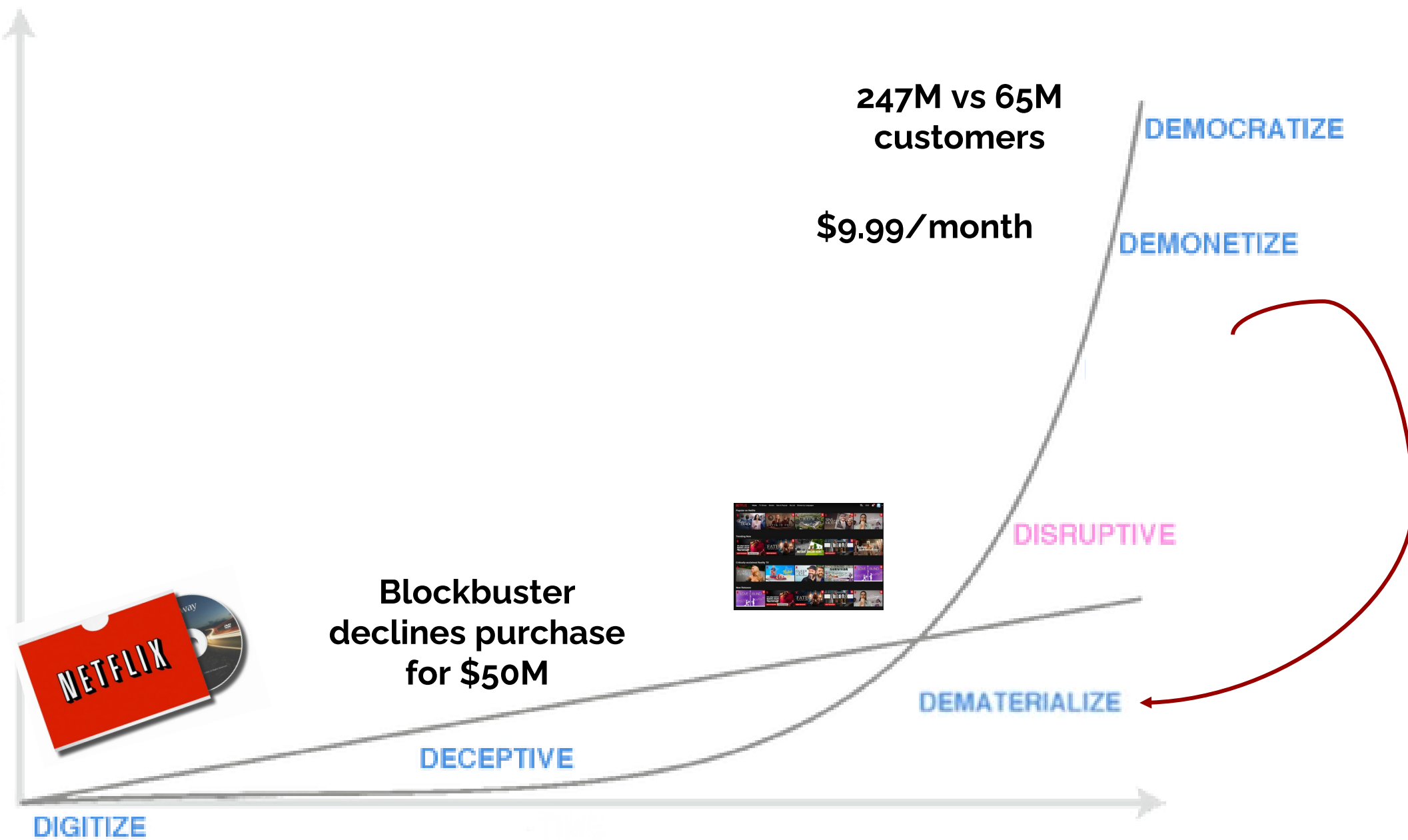




**DIEP
NEP.**

THIS IS NOT MORGAN FREEMAN.

N





NETFLIX REVENUE



BLOCKBUSTER REVENUE

N

\$8 BILLION



BANKRUPT

\$10 BILLION

\$7.5 BILLION

\$5 BILLION

\$2.5 BILLION

\$0

2000

2004

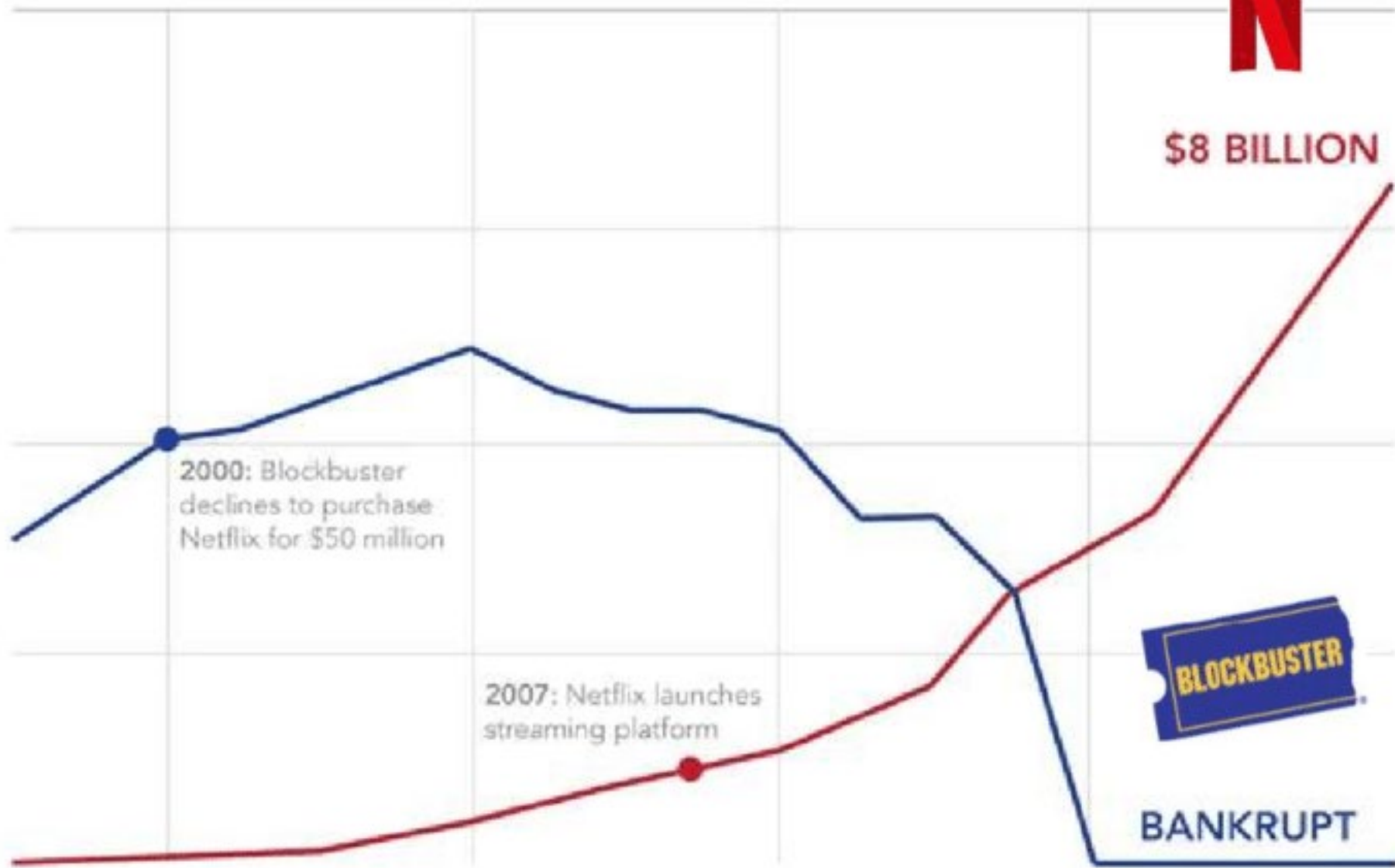
2008

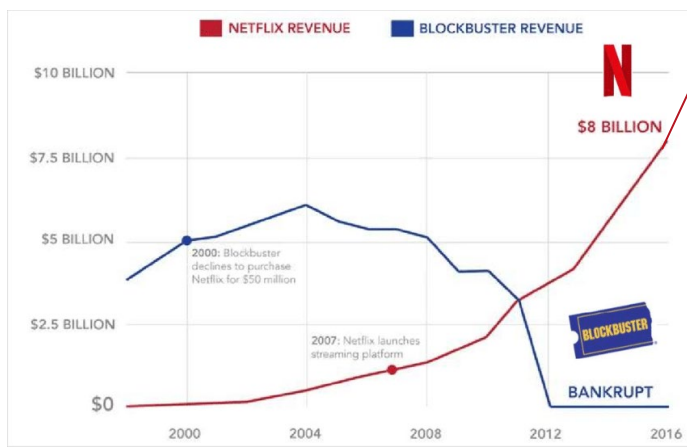
2012

2016

2000: Blockbuster declines to purchase Netflix for \$50 million

2007: Netflix launches streaming platform





**INCORPORATE
TECHNOLOGY**

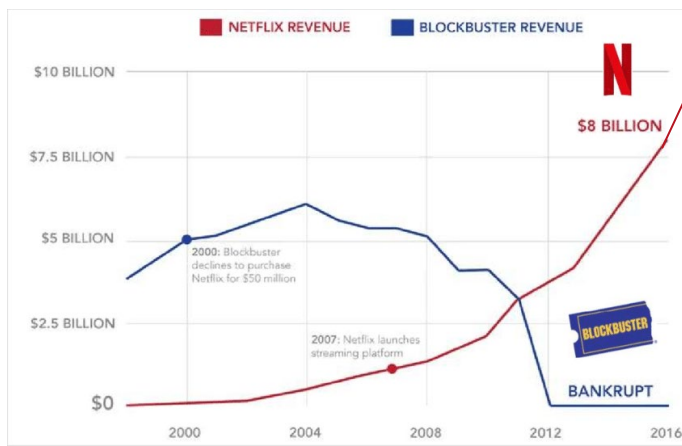


DISCUSS

**Which single technology will most
transform how you do business?**

FOMO

WHICH TECHNOLOGY WILL **DISRUPT** YOUR ENTIRE INDUSTRY?



FOMO

FOJI

A large group of women, mostly from South Asia, are gathered outdoors in front of a plain, light-colored wall. They are wearing vibrant, colorful saris in shades of red, purple, green, yellow, and blue. Many of the women are holding small, white informational brochures or pamphlets. A man in a dark green shirt and black trousers is kneeling on the ground to the right of the group, looking towards the women. The banner they are holding is white with black text. The background wall has some string lights hanging from it, and a wooden door is visible in the center. The ground is dry and dusty.

WFP Building Blocks

powered by Ethereum



4M+

people supported
every month



4

active countries -
Bangladesh, Jordan,
Lebanon, and
Ukraine



US\$
325M

in assistance
provided



529M

transactions
processed to date



US\$ 3M

saved in bank fees to
date

instalimb

instalimb

instalimb



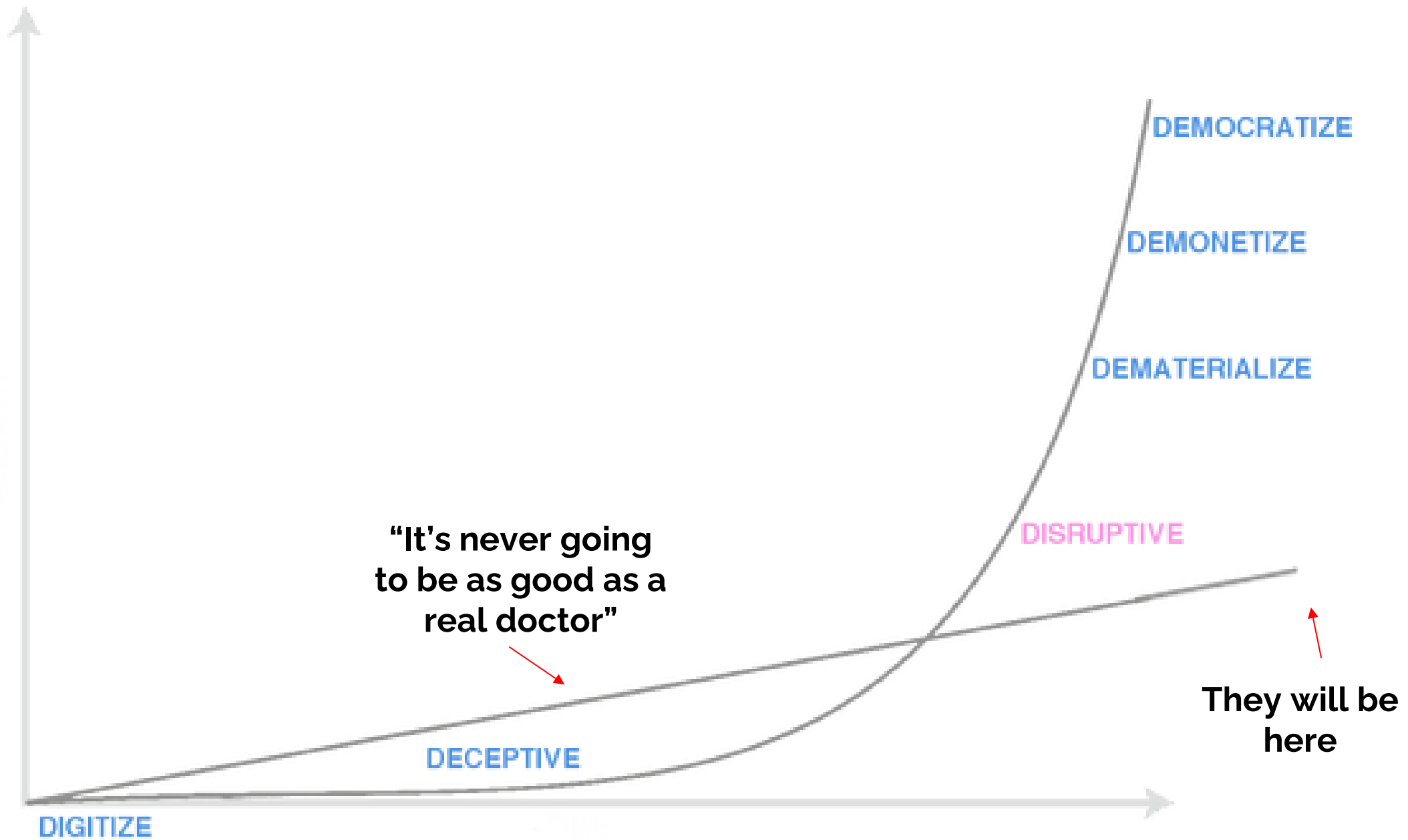








**EXPONENTIAL TECHNOLOGIES
CAN HELP YOU CREATE
10X MORE IMPACT**



BLOCKBUSTER

"DVDs are a melting glacier.
Yes, it's melting, but it's a slow melt."

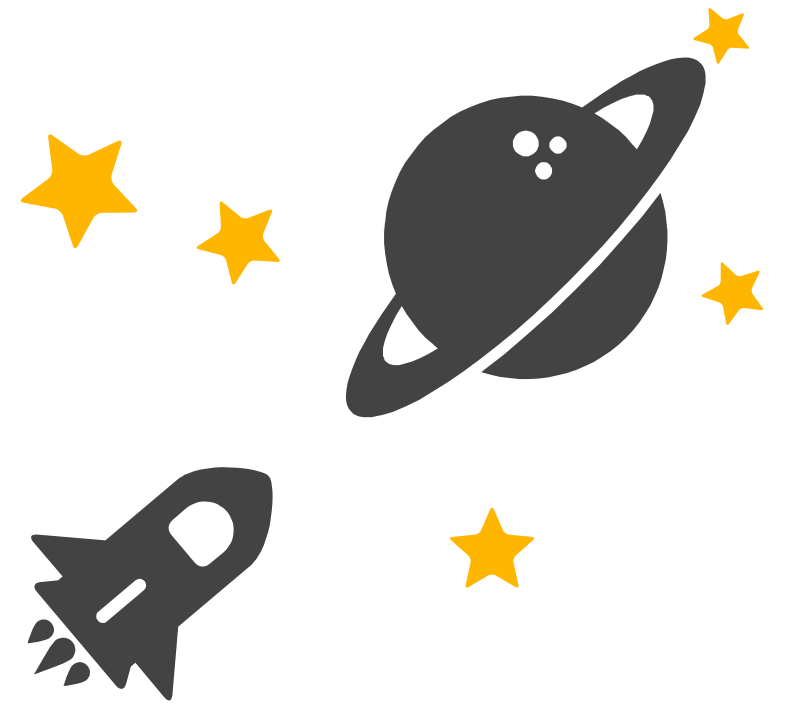




**IF YOU CAN'T
PREDICT THE FUTURE
YOU CAN'T PLAN FOR IT**

EXPONENTIAL

MINDSET



PLAY TO WIN

10X IMPROVEMENT vs 10%

CHALLENGE THE STATUS QUO

SOLVE THE ORIGINAL PROBLEM

USE FUTURE TECHNOLOGIES

PLAN USING TECH 5 YEARS FROM NOW

INSPIRATIONAL LEADERSHIP

BE THE DRIVER OF CHANGE

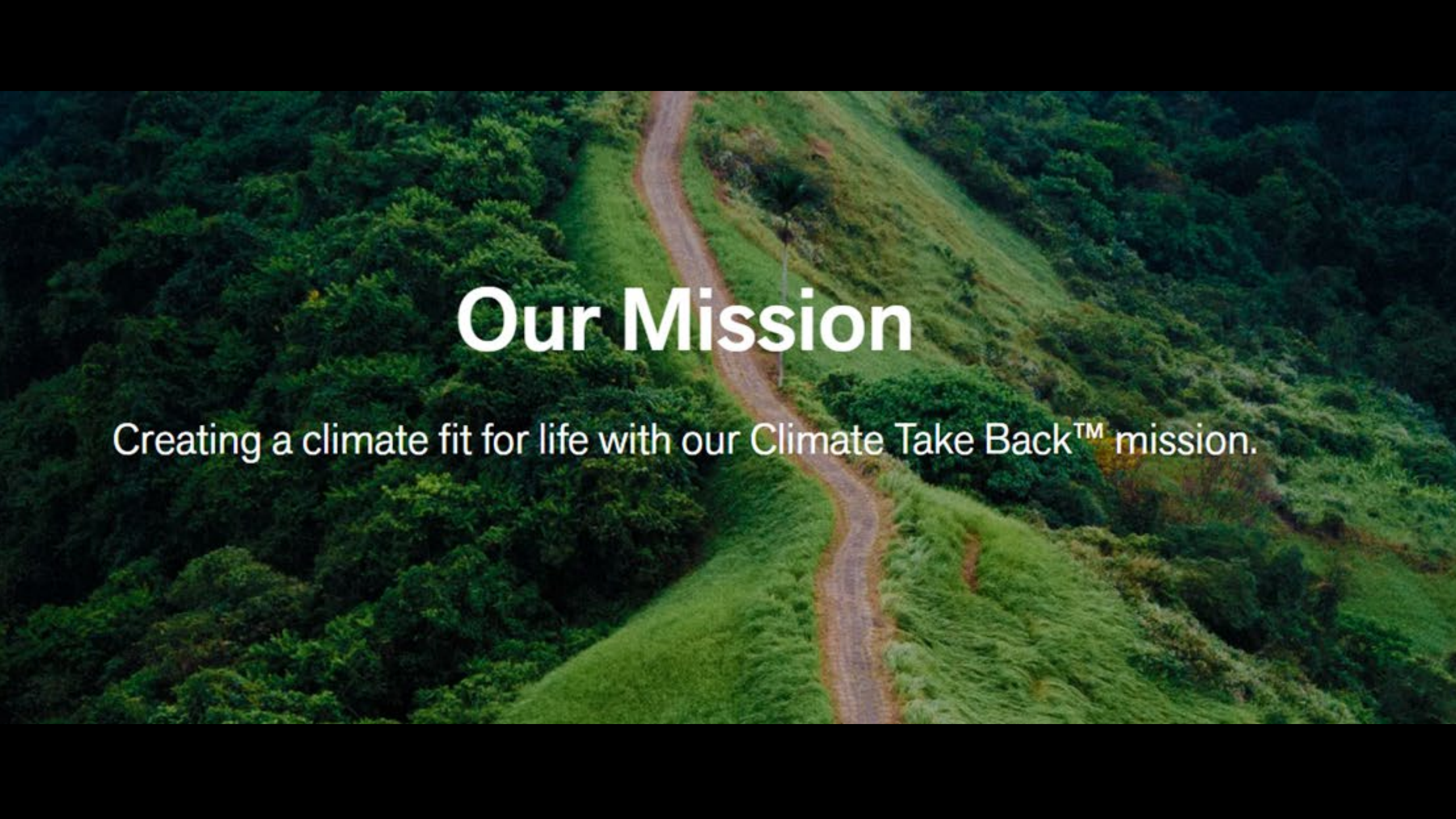


MISSION ZERO
ZERO NEGATIVE IMPACT ON THE
PLANET BY 2020



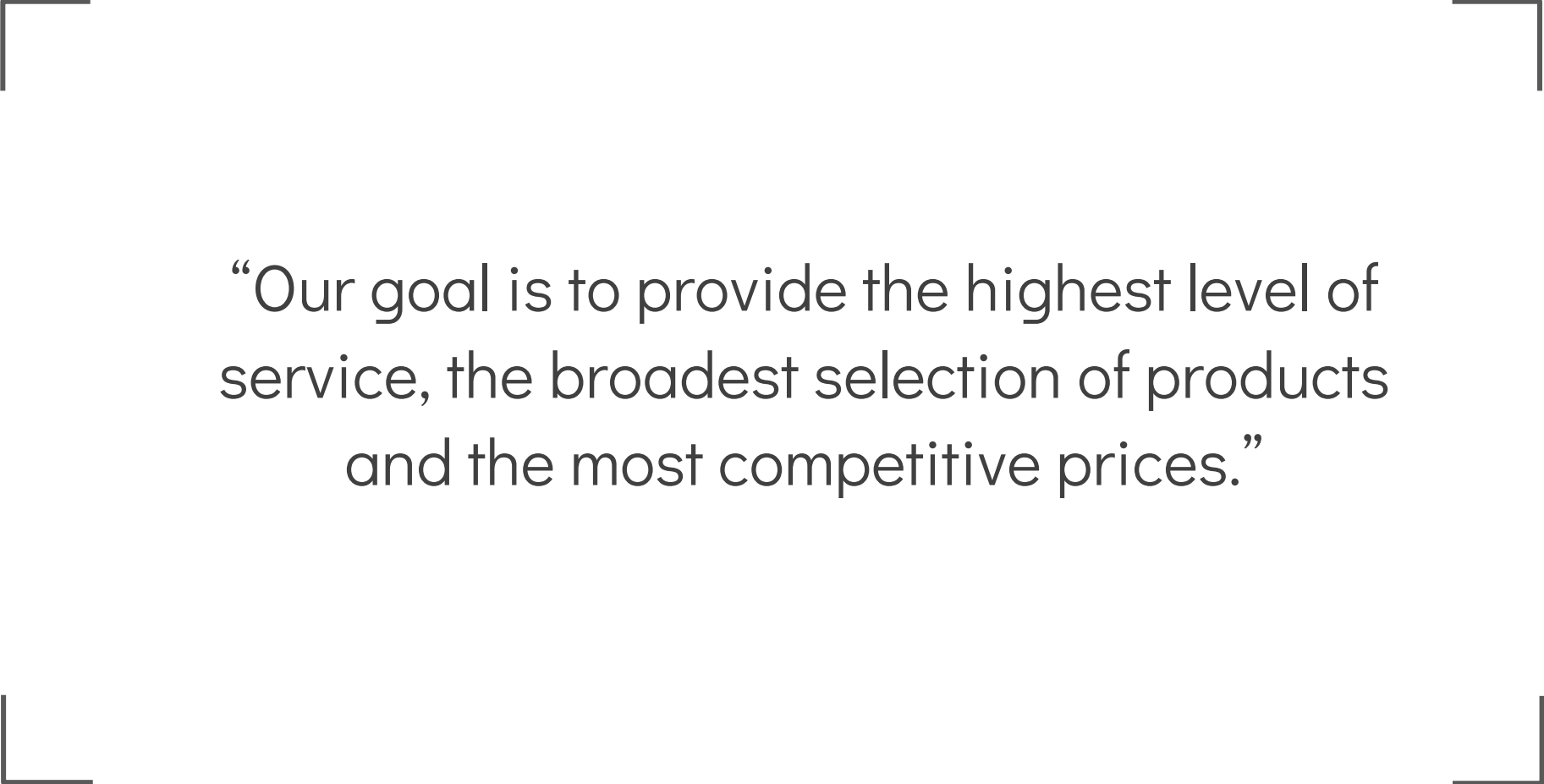


TED

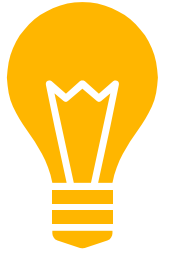
An aerial photograph of a dirt road winding through a dense, green forest. The road is reddish-brown and curves through the landscape. The surrounding area is covered in thick, vibrant green trees and foliage.

Our Mission

Creating a climate fit for life with our Climate Take Back™ mission.

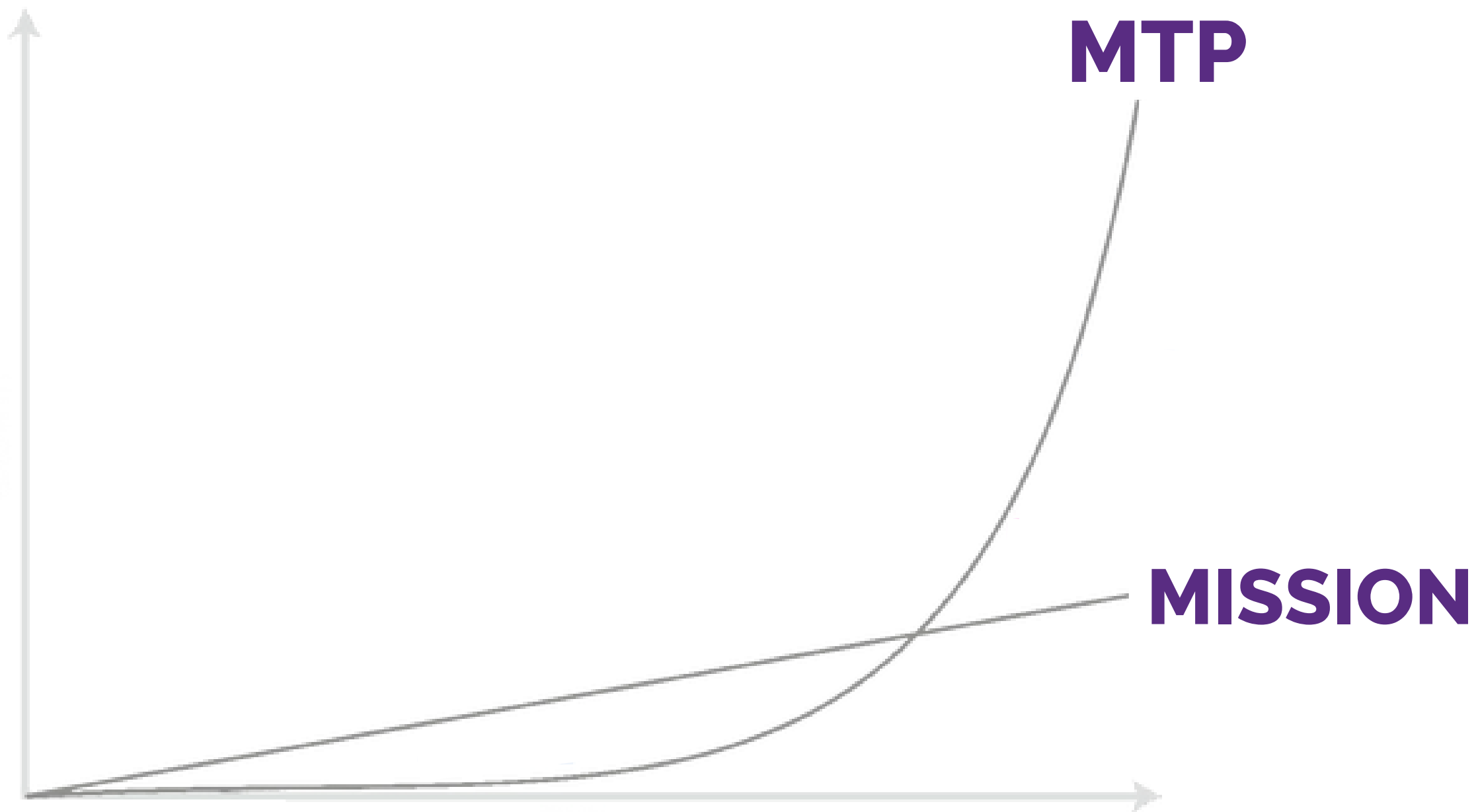


“Our goal is to provide the highest level of service, the broadest selection of products and the most competitive prices.”



To enhance the accounting profession and the community it serves through advocacy, connections, education, and resources.

Massive
Transformative
Purpose



MASSIVE

Audaciously big while making
every person a changemaker

TRANS FORMATIVE

It presents a different future
with significant transformation

PURPOSE

It reaches the hearts and
minds of readers and inspires
action

“Until every child is well”

BOSTON CHILDREN’S HOSPITAL

“A school where every girl who wants
to change the world
becomes a woman who does”

ST MARGARET'S SCHOOL FOR GIRLS

“More than building machines, we stand for
the timeless pursuit of adventure.

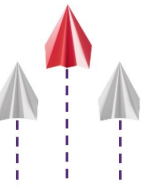
Freedom for the soul.”

HARLEY DAVIDSON

Your MTP

Create an MTP for your organization

- Audaciously big
- Emotionally connected
- Give it purpose

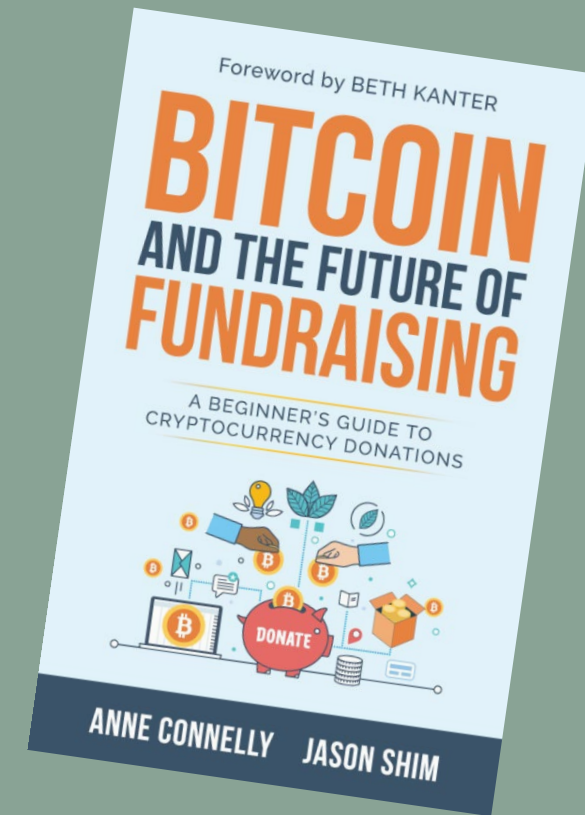


Takeaways

- Think BIG - 10x not 10%
- Incorporate technology to create 10x more impact
- Use the technology you'll have 5 years from now in the plans you make today
- If you can't predict it - you can't plan for it
- Use Inspirational leadership to achieve exponential results

Thank you.

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Keynotes ♦ Consulting ♦ Blockchain ♦ Cryptocurrencies