

# RealLeaders™

INSPIRING BETTER LEADERS FOR A BETTER WORLD

[www.realleaders.media](http://www.realleaders.media)



## VISIONARY LEADERS

LEADING US TOWARD A BETTER WORLD



**SUSTAINABILITY**

- Environment
- Supply Chain
- Impact Investing
- Social Venture

**INNOVATION**

- Education
- Leadership
- Invention
- Creativity

**TRAVEL**

- Carbon Footprint
- Diversity
- Social Media
- Communities

**DESIGN**

- Mobility
- Reimagine
- Green
- Reinvent

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.co](http://www.leanin.co)

*"If everybody spoke about feminism, we'd all be less afraid."*

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 saving 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."*

7 | ★  
**AUDIETTE EXEL**  
Founder, Adaro 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.AdaroGroup.org](http://www.AdaroGroup.org)

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



2 | ★  
**EVAN CHIRAPKO**  
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."*

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?"*

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."*

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."*

9 | ★  
**LAURA ROBERTS**  
CEO, Partheon 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.partheonchemical.com](http://www.partheonchemical.com)

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

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."*

10 | ★  
**MATT PATSKY**  
CEO, Trillion 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.TrillionInvest.com](http://www.TrillionInvest.com)

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