



THE ASPEN INSTITUTE

FIRST MOVERS

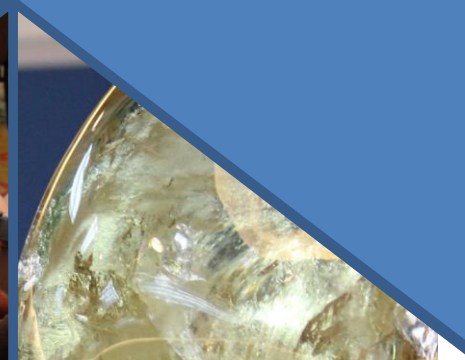
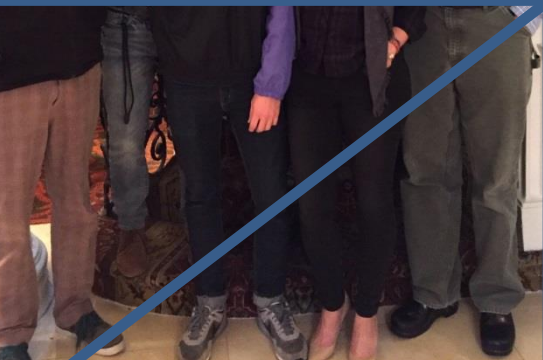
2015 ASPEN INSTITUTE FIRST MOVERS SUMMIT III

CONNECT ♦ COLLABORATE ♦ LEARN ♦ INSPIRE ♦ ENVISION



GLEN COVE, NEW YORK

OCTOBER 1 – 4, 2015



WHY ATTENDEES PARTICIPATED ♦



**Reconnect with Fellows &
Foster New Connections**



Recharge & Inspire



**Build a Brighter
Future Together**



ABOUT THE SUMMITS – PAST, PRESENT, & FUTURE

This was the third summit of First Mover Fellows and friends within the community. Previous summits, in 2012 and 2014, were held in Aspen. This summit was held in New York and had the highest participation to date.

The summits are dedicated to reflection, connection, and deeper learning in a continuation from the Fellowship experience. These convenings clearly demonstrate benefit for participants, their companies, and business overall.

Participants were drawn from a select network:

- **First Movers** from all seven cohorts
- **Leaders Forum members** and colleagues
- **Invited academics and guests** who have a prominent connection to social intrapreneurship

SUMMIT GOALS

CONNECT ♦ Build lasting bonds across classes of Fellows and with experts in social intrapreneurship.

COLLABORATE ♦ Share and receive updates, stories, and advice from colleagues.

LEARN ♦ Find answers to current challenges and ways to maximize impact by engaging in dialogue with business leaders and faculty experts.

INSPIRE ♦ Take time to reflect, prioritize, and plan.

ENVISION ♦ Discuss future opportunities for collaborations.



“Developing friendships and collaborations across all the classes of Fellows is key to the long-term impact of the program. The Summit provides a great opportunity to build this community.”

Nancy McGaw, Director, First Movers Fellowship Program

First Movers Summit ♦ Participants Represented



Bare Force

The bear bare power of the collective. 2009

The Stand

A stand of Aspen trees whose strength comes from the shared root structure of their community. 2010

Rigabamboo

A community with fun ingrained in its core, based on the sing-along camp song, "Rigabamboo". 2011

Pioneer Species

The Aspen tree is a pioneer species – hardy and the first to colonize previously disrupted or damaged ecosystems – often the first to spring up with life after a fire or freeze. 2012

The Populus

Populus is the scientific name of the family of the Aspen tree. Not just individuals working alone. Part of something bigger, we recognize ourselves as a community of peers connected by the mission of changing the world for a more sustainable one. 2013

The Grasshoppers

From the concept of the grasshopper from Mary Oliver's poem "The Summer Day", what will you do with your one wild and precious life? 2014

The Flat Stanleys

Based on Stanley from Jeff Brown's 1964 book – faced with adverse situations but using exceptional powers to rise to the occasion and face challenges head on. 2015

CONNECT ♦

First Movers on their experience as a community at the Summit and for the future:

“Community is power. **Great ideas and connections are shared**, providing opportunities for scale and new projects. Community is also valuable for commiserating over challenges **and feeling less alone.**”



“It is a critical peer group that helps us navigate through the challenges that are **not easily solved in a book or business review.**”

The 2015 Summit seemed to bring about **a seamless transition from individual cohorts into the larger Fellowship**. It highlighted that this community has been carefully built from like-minded people in purpose and drive but with a diverse set of backgrounds, interests, and strengths.

“**Enormous** (latent) **potential**. Strong community. **Growing track record**. These summits will help solidify efforts and gains to date of this community.”



“It is a lot more powerful than we think it is ... **Its power to affect change is real** and there are enough of us out there to support each other and make a difference.”



95.45% of survey respondents said they cultivated a meaningful new connection at Summit.

First Movers, Leaders Forum, and Aspen guests value these connections for personal and professional growth.



What Fellows hope to accomplish with their Summit connections:

- Business collaborations
- Support network – potential advisors
- Collaborative company workshops
- Guidance for next steps/projects
- Shared resources
- New academic partnerships
- Network for career moves
- Exchange of experiences and best practices



#AIFirstMovers



COLLABORATE ♦

The Summit **provided many distinct opportunities** for participants to collaborate through formal sessions, extensive networking, and individual conversations. Here are just some of the resulting takeaways:

- **Think about the next challenge** in order to make the most of impact path
- Reengaged with **personal purpose** to align it with **professional purpose**
- Reminded of this community – not alone in efforts to effect positive change
- Future engagements between **Leaders Forum and First Movers**
- Recommitted to **embed CSR into core business functions**
- **Reinspired** to push through challenges at work
- **Clearer on strategy**

FELLOWSHIP



CHANGE



OPPORTUNITY



INDUSTRIES



“I must break the boundaries of my job description to create higher impact.”

BUILDING

FELLOW SESSIONS OVERVIEW

This summit was structured to be “**by, of, and for the Fellows.**” It maximized the opportunities for Fellows to connect and grow – as well as share their successes and challenges with those in their community.

In years past, the summits have often revolved around **overcoming adversity in order to create positive change.** While challenges were still largely addressed in individual conversations and small group breakouts, this year’s summit theme seemed more centered on **the widespread impact that the First Movers community has already had and their potential for even greater change influence in the future.**

This theme largely presented itself in the First Mover designed and lead panels and sessions.

“Highlighted the emotional side of making change, and the global character of the Fellowship.”

FIRST MOVER PANEL STORIES

Developing Business Leaders

Nicola Acutt & John Renehan

Moderator: Dave Gallon

First Movers on 3 Continents

Renata Frolova, Carlos Abogabir, & TJ DiCaprio

Moderator: Rahul Raj

Going Beyond Company Impact

Toni Ballabriga, John Buckley, Hamlin Metzger, & Karin Reiter

Moderator: Nick Ellis

Innovations within the Food Industry

Erin Fitzgerald Sexson, Megan Burritt, & Eric Myers

Moderator: Diana Simmons

STORIES RESONATED

Personal

Relatable stories that reflect your own work

Honest & Inspiring

The candor of stories and responses

Not an outsider pitch, but an insider scoop

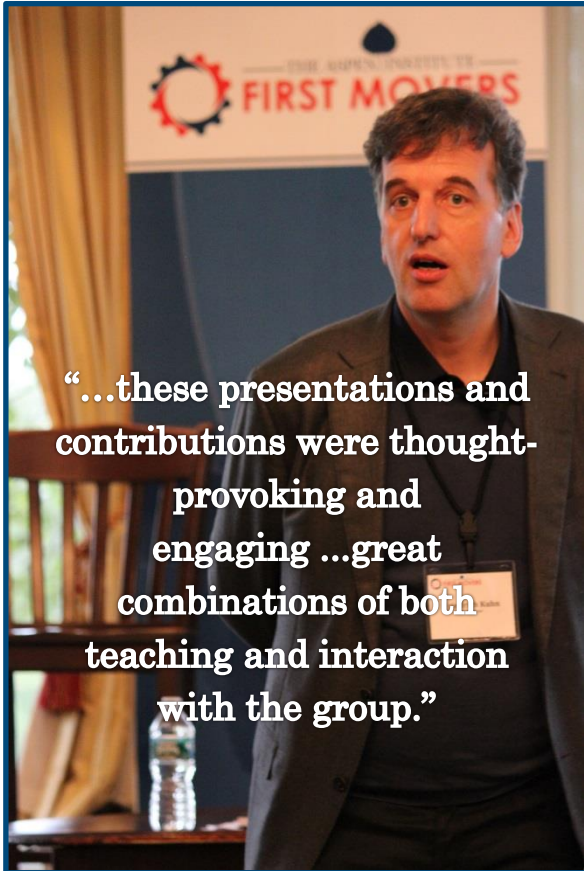
Global Work

Spans across a wide range of industries and interests

Useful

Different approaches, perspectives, and insights to relevant questions

LEARN ♦



“...these presentations and contributions were thought-provoking and engaging ...great combinations of both teaching and interaction with the group.”



Mastering Complexity ♦ Generate Buy-In ♦ Stimulate New Ways of Thinking ♦ Promote Team Learning ♦ Spark Innovation

NON-FELLOW SESSION FACILITATORS

Shari Cohen,
Next Step Partners.
*Leading and
Innovating through
Powerful Questions*

Mariana Amatullo,
PhD.,
ArtCenter College of
Design.
*The Power of a “Design
Attitude” to Drive Social
Innovation and
Organizational Change*

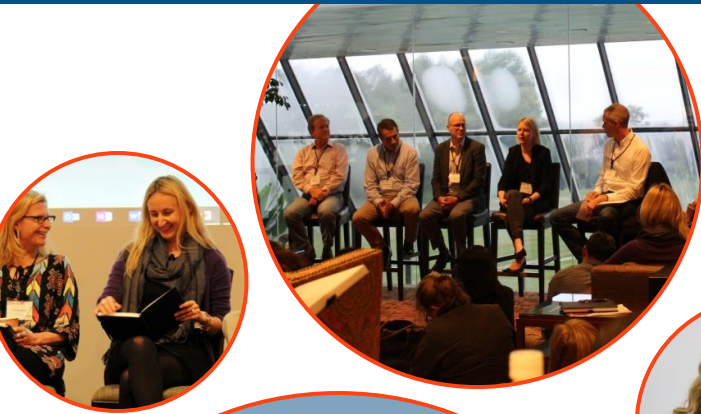
Josh Suskewicz,
Innosight.
*Future Back
Strategy Workshop*

Friedrich Kuhn,
Egon Zehnder.
*Transformative
Leadership:
Rethinking the
Conventional*

Chris Adkins, PhD.,
The College of
William & Mary.
*Empathy in Leading
Change: Strategies
from Neuroscience*

Anchoring in Society ♦ Make the Most of Your Impact Path ♦ Harness Multiple Perspectives ♦ Build Trust and Collaboration

INSPIRE ♦



“As the community and these bonds grow, our ability to learn from and support one another increases. **I leave the Summit inspired and recommitted to doing more good with business and my career.**”



“The Summit amplified my commitment to both the Aspen community and **the work that I was encouraged to pursue when I first joined.** Fantastic piece of program.”

Individuals left the Summit **re-energized** and **motivated** to better take hold of and create opportunities for impact.

The Summit was structured to encourage recharge – **connecting purpose to practicality.**



Participants found inspiration through a variety of means throughout the Summit:

- ♦ Reflection
- ♦ Conversation
- ♦ Poetry
- ♦ Fellows' Stories



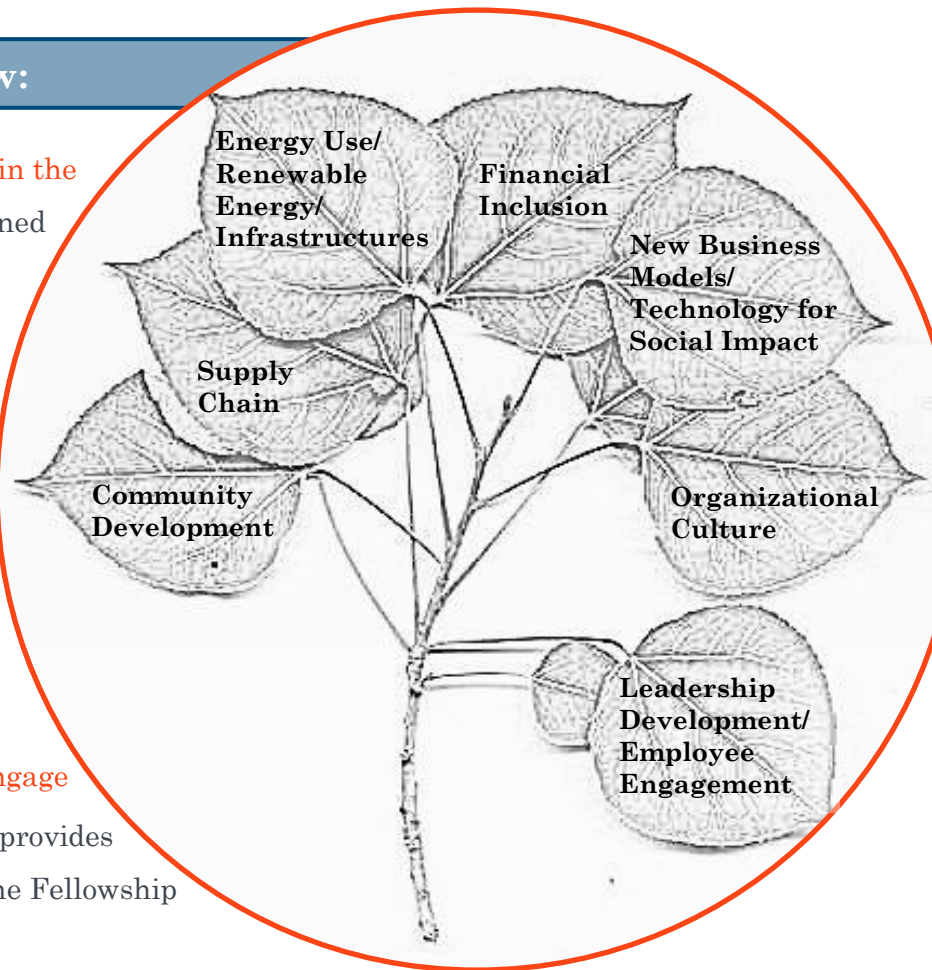
“As always, I was incredibly impressed with the speakers convened. The focus on leadership development, alongside empathy and values – **this is the conversation we need to be having if we want to move the needle.**”

ENVISION ♦ IMPACT CLUSTERS

Impact Clusters Overview:

Impact clusters, **a new strategy within the First Movers community**, were designed with the intention of giving a small group of Fellows and select colleagues working on related innovations an **opportunity to share insights and discover possibilities for collaborations**.

Impact cluster workshops convened at the Summit for the first time. The clusters allow a way for **Fellows to engage, continue dialogue, and collaborate** – provides a network for First Movers beyond the Fellowship and summits.



“We have a lot of expertise, collectively, which could impact supply chain strategies worldwide, if effectively targeted.”



“How can we help evolve/strengthen the First Movers community, and then package up the learning/best practices for other communities to consider?”

ENVISION ♦ IMPACT CLUSTERS

Overall, First Movers and other participants **felt engaged and motivated by the introduction of impact clusters at the Summit.**

These meetings helped to solidify the path that each cluster will take and left groups with key takeaways.

Each impact cluster shared top insights during a follow up plenary session – leaving participants energized for the future impacts these clusters' work will bring to their industries.

There was also **excitement for the first action piece to emerge from the cluster work** – a report from the Financial Inclusion group early in 2016.

It was clear that the impact clusters hold an important place in the future of the First Movers community – **a central space for best practice sharing, collaboration, connection, and amplified impact.**



*POWER OF
DIVERSE
INDUSTRIES*



*IMPORTANCE
OF
BUILDING
PLATFORMS*

ENVISION ♦ NEXT STEPS

CURRENT STATE OF THE COMMUNITY

- Highly valuable connections – both for professional and personal growth
- Source of continuous inspiration
- Likeminded people in their purpose, from a diverse set of backgrounds in geography, industry, and interests
- A community that can be counted on for trusted and supportive partners
- Transitions from individual cohorts into the larger Fellowship are becoming more seamless, really feeling like a community
- Can be counted on to help navigate through unique business challenges of all kinds

THE PATH FORWARD

- Future seems bright – a lot of momentum can be created to solve challenges and build opportunities
 - Impact clusters, individual connections, etc.
- Has enormous potential – summits and other engagements help to solidify community
- Need to create systems/build structures to support the community and ability to connect on a regular basis
 - Fellows would like to more regularly connect on peer coaching, project support, greater societal/ economic challenges
- Need to focus on attrition and losing participation
 - Wary of repeating the same consensus ideas (need to question assumptions about social and environmental entrepreneurship more)
- Essential to have collective effort to keep the community strong and relevant

First Movers Summit III♦ Participants

- *Carlos Abogabir, GeCo
- *Nicola Acutt, VMware, Inc.
- Chris Adkins, College of William & Mary,
Raymond A. Mason School of Business
- Mariana Amatullo, PhD, Art Center
College of Design
- Lisa Arnold (guest of Hamlin Metzger)
- Sharif Azami, The Fetzer Institute
- *Antoni Ballabriga, BBVA
- *Lee Ballin, Bloomberg
- Garrett Barr, Janssen Global Public Health
- Ernest Beck, Communications Professional
- *Safir Bellali, VF Corporation
- *David Bennett, David J Bennett
Consulting
- *Anupam Bhargava, Dolphin WaterCare
- Mike Boots, Aspen Institute
- Talya Bosch, Western Union
- *Felipe Botero, MicroInsurance Centre
- *Hailey Brewer, IDEO
- *Caitlin Bristol, eBay
- *John Buckley, BNY Mellon
- *Megan Burritt, Raley's Family of Fine
Stores
- Dana Caryl, Aspen Institute
- *Dorothy Chan, MTR Corporation Ltd.
- *Laura Clise, Plum Creek
- Shari Cohen, Next Step Partners
- Anna Cronin-Scott, Aspen Institute
- Rebecca Darr, Aspen Institute
- *TJ DiCaprio, Microsoft
- Anita Dumas, Aspen Institute
- Dorothy Dunn, Dorothy Dunn & Associates
- *Matt Ellis, Measurabl
- *Nick Ellis, Hirabl
- *Manoj Fenelon, PepsiCo
- *Erin Fitzgerald Sexson, Innovation
Center for U.S. Dairy
- *Jorge Fontanez, Marca Studio
- *Nikki Foster, Northwest Area Foundation
- Phil Foster, Blue Plate Restaurant
Company (guest of Nikki Foster)
- *Angela Frank, Nike
- *Renata Frolova, Maersk Group
- *Dave Gallon, Toyota
- David Goldstein, Director of Research, RF
Binder
- Laurie Gray, Aspen Institute
- *Josh Henretig, Microsoft
- *Mayra Hernandez Gonzalez, Banorte
- *Gabriella Rigg Herzog, Hess Corporation
- Trisha King, Aspen Institute
- Michael Kobori, Levi Strauss & Co.
- *Magdalena Kot, my alpaca Ltd.
- Friedrich Kuhn, Egon Zehnder
- David Langstaff, Veridian Corporation
- *Drummond Lawson, Arct'eryx
- Paula Luff, Hess Corporation
- *Sally Madsen, IDEO
- *Seth Marbin, Google
- Nancy McGaw, Aspen Institute
- *Hamlin Metzger, Best Buy
- *Eric Myers, WM Organics Recycling
- Franz Paasche, PayPal
- Miguel Padró, Aspen Institute
- Marissa Pagnani, PVH Corp.
- Chris Pinney, High Meadows Institute, Inc.
- *Rahul Raj, ecobee
- *Karin Reiter, Zurich Insurance Group
- *John Renehan, GE
- Kristen Renehan, (guest of John Renehan)
- Colin Roberts, Caltex Australia Petroleum
Pty Ltd
- Emily Rosenthal, Open Hand Ministries
(guest of John Buckley)
- Judith Samuelson, Aspen Institute
- *Sarah Sasaki Tsien, Addison
- *Diana Simmons, Clif Bar & Company
- David Sluyter, The Fetzer Institute
- Paige Soffen, Aspen Institute
- *Tyler Spalding, PayPal
- Greg Unruh, George Mason University
- *Liz Vyas, Biogen
- *Connie Chan Wang, LinkedIn
- Lucy Waterhouse, IDEO (guest of Nathan
Waterhouse)
- *Nathan Waterhouse, IDEO

**Denotes First Mover Fellow*



For the detailed participant list, as well as
other summit information, check out the
Summit III website at:
<http://www.socialintrapreneurs.net/>



Coming soon: See exclusive highlights and
videos from the First Movers summit at:
<http://www.aspenbsp.org>



THE ASPEN FIRST MOVERS STORY

In 2009 the Aspen Institute Business and Society Program launched a fellowship program for First Movers – exceptional innovators in business who are creating new products, services and management practices that achieve greater profitability and positive social and environmental impacts.

The program aims to strengthen the capacity of these business men and women to innovate and lead change in their companies. We also seek to build a cohort of leaders who will, over time, collectively change how business is done and how business success is measured.

The First Movers Fellowship is fast becoming the leading source of knowledge on the emerging movement of social intrapreneurship.

More information about the program – including an evaluation that demonstrates our progress to date – is available at www.aspeninstitute.org/firstmovers.

FIRST MOVERS BY THE NUMBERS

- **130 Fellows** from **98 companies** headquartered in **17 countries**
- **10 out of 10 industry sectors** represented (as classified by the SASB)
- **37** of the Fortune 500/Global 500 companies

#MyNextMove

What will be (or already is) the motivation and underlying principle guiding you to make your next move as a social intrapreneur?



The Aspen Institute is an education and policy studies organization based in Washington, DC. Its mission is to foster leadership based on enduring values and to provide a nonpartisan venue for dealing with critical issues. The Institute has campuses in Aspen, Colorado, and on the Wye River on Maryland's Eastern Shore. It also maintains offices in New York City and has an international network of partners.



Established in 1998 and building on over 60 years of Aspen Institute Programming, the **Aspen Institute Business & Society Program** helps established and emerging business leaders put values at the heart of practice. Through dialogue, research, and outreach, Aspen BSP creates opportunities for executives and educators to explore new routes to business sustainability and values-based leadership.

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