



THE ASPEN INSTITUTE

FIRST MOVERS

SUMMIT 2017

REPORT + TAKEAWAYS



#AIFirstMovers @AspenBizSociety

October 19 – 22, 2017 | Chicago, Illinois

The First Movers Summit

Since 2012, the Aspen Institute Business and Society Program has hosted Summits for First Mover Fellows, colleagues and invited experts from the fields of design thinking, leadership, corporate responsibility, innovation, sustainability and more.

The Summits provide business leaders with a platform to gain the tools, skills and network they need to drive innovations that increase business value and make the world a better place.

The Fellowship Network

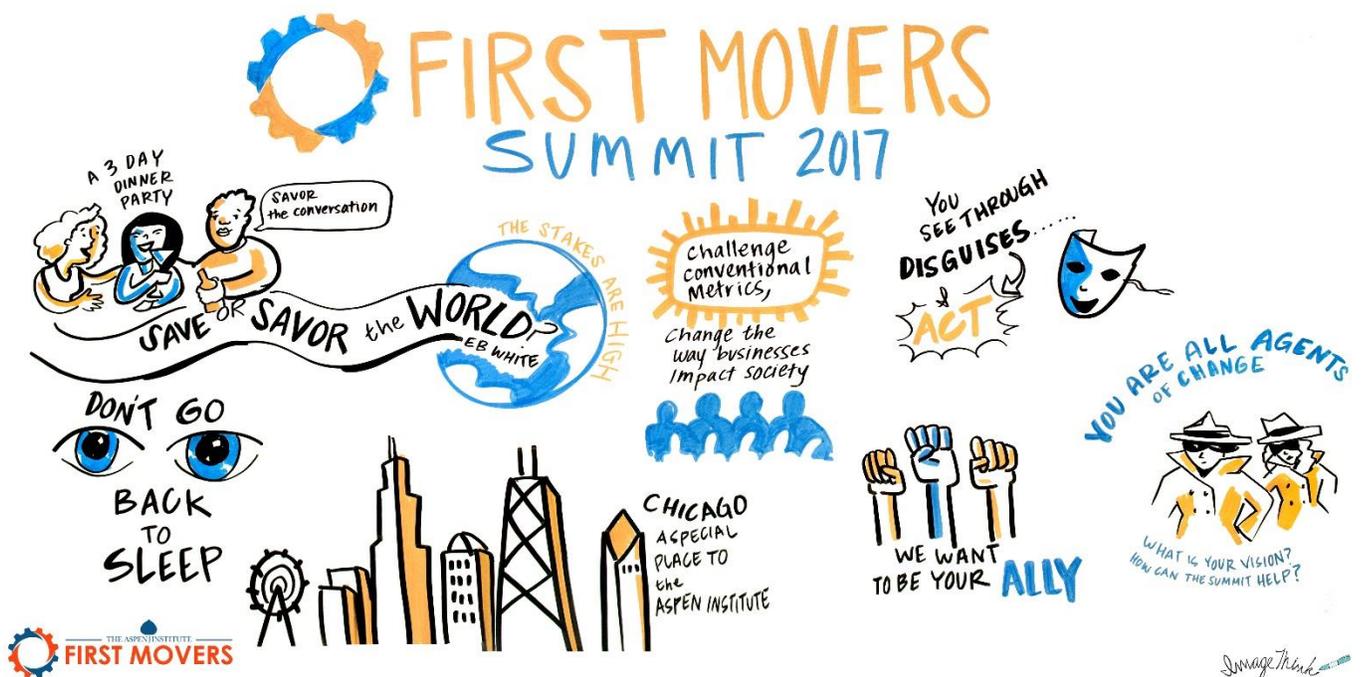
First Movers is the leading global network of corporate social intrapreneurs. Fellows are accomplished innovators inside companies who are creating new products, services and management practices that deliver financial value to their companies and positive social and environmental outcomes for the world.

The Summit Goals

- **CONNECT:** Build lasting bonds across the classes of Fellows and network with other experts in social intrapreneurship.
- **COLLABORATE:** Explore how Fellows working on similar challenges can share insights and work together for greater impact.
- **LEARN:** Reinforce skills acquired in First Movers seminars and gain new ones. Find answers to current challenges by engaging in dialogue with peers, business leaders and academic experts.
- **INSPIRE:** Gain the courage, motivation and support you need to grow personally and professionally.
- **ENVISION:** Take time to reflect, prioritize and plan. Think deeply about the future of your career, your industry and the world.

By the Numbers

- All **9 classes of First Mover Fellows** were represented.
- **Over 80 participants** attended the 2017 First Movers Summit – making it our largest Summit yet!
- **48 Fellows** came from near and far to attend. International participants hailed from Belgium, Chile, Mexico, Singapore, South Africa, Switzerland, and the UK.
- Over **50 leading companies** were in the room including McDonald’s, Bloomberg LP, Waste Management, Visa, VF Corporation, Johnson & Johnson, Kellogg, IBM, Toyota, Nike, West Elm, Verizon, Pfizer, Citigroup, Facebook, Clif Bar and more!
- **Nearly 85%** of sessions were facilitated by First Mover Fellows and the Fellowship Program’s Design Team.
- **More than 90%** of survey respondents reported that their expectations on the five outlined goals for the Summit were ‘exceeded’ or ‘met’.



Thank you to our friends at [ImageThink](#) for creatively capturing the Summit content through graphic recordings!

Content Highlights + Key Takeaways

- **CONNECT:**

Through **dinner conversations** and **peer-to-peer workshops**, participants had numerous opportunities to connect in meaningful ways.

Rahul Raj, Fellow since 2011, led a fun and interactive **Network Accelerator** session, which helped participants multiply their personal and professional networks. One Fellow said, “the exposure to peer role models has always been the most impactful outcome of the Summits.”

Seth Marbin, a Fellow at Google.org, also led two plenary energizer activities to inject a little fun and movement into the agenda.

During the **Storytelling Slam: True Confessions of a Corporate Social Intrapreneur**, attendees took the stage to share moments of challenge or failure that helped move them along their career path. These powerful stories helped bond the group and provided storytellers with an opportunity to test new storytelling tools and tactics.



- **COLLABORATE:**

The Summit brought together a growing number of allies from different sectors and business functions who want to make change in and through business, reinforcing the notion that ‘we are not alone’. The corporate social intrapreneurship movement is reaching a tipping point!



Impact Cluster Workshops were facilitated by First Mover Fellows on the topics of:

- ✓ **Circular Economy** – **Chris Grantham**, Circular Economy Portfolio Director, IDEO
- ✓ **Diversity + Inclusion** – **Jorge Fontanez**, Founder & CEO, MARCA Studio
- ✓ **Financial Inclusion** – **Felipe Botero**, Delivery Executive, SE2
- ✓ **Food Systems** – **Erin Fitzgerald**, Senior Vice President, Innovation Center for U.S. Dairy; **Jenny McCulloch**, Sustainability Director, McDonald’s
- ✓ **Supply Chain** – **Angie Frank**, Senior Director, End to End Supply Chain, Integrated Value Streams, Nike

- **LEARN:**

The agenda was carefully designed to give participants multiple opportunities to learn new skills and frameworks – and hear inspiring stories and real-world examples – about how to drive change inside large corporations.

Skill-Building Workshops were delivered by leading experts on topics such as:

- ✓ **Storytelling for Influence** with **Second City**
- ✓ **Unlocking Your Creative Potential** with **Nora Herting**, ImageThink
- ✓ **Improvisational Leadership** with **Cort Worthington**, UC Berkeley - Haas
- ✓ **Organizational Change** with **Darko Lovric**, Incandescent
- ✓ **How to Be Happy at Work** with **Dr. Annie McKee**, University of Pennsylvania



Participants found great value in the skill-building workshops. Even the facilitators benefitted from the sessions. One such facilitator remarked, “the opportunity to lead a breakout session was useful to experiment with new ideas in a safe space.”

We also hosted a plenary session focused on the cutting-edge movement of **Business**

Model Innovation, which explored three emerging models that are shaking up the marketplace, as well as the mindsets and strategies needed to explore opportunities from inside a company. This session was facilitated by **Lorraine Smith**, Associate Director at Volans, and featured the following topics and speakers:



- ✓ **Customization** – **Safir Bellali**, Global Innovation Lead, Vans, VF Corporation
- ✓ **Subscription Models** – **Meg Burritt**, Director, Produce, Blue Apron
- ✓ **Circular Economy** – **Chris Grantham**, Circular Economy Portfolio Director, IDEO

For more stories and insights, check out our Summit Facebook Live chats on [**#MadeintheUSA innovation at Vans**](#) and [**Circular Economy at IDEO and West Elm**](#).

- **INSPIRE:**

The agenda was full of inspiring moments! **Suzanne Ackerman-Berman**, Fellow since 2009, shared her **Breakthrough Innovation** story of supporting entrepreneurs in South Africa, which featured best practices and lessons learned from her work as Transformation Director at Pick n Pay. “Listening to stories from my peers, particularly Suzanne, helped me realize the magnitude and moral responsibility of the impact I could have,” said one Summit participant.

Sally Blount, Dean of the Kellogg School of Management at Northwestern University, joined **Judith Samuelson**, Vice President, Aspen Institute, in conversation to discuss trends and challenges in management education, business and leadership.



“Change agents bump their heads against structure quite often. It can be fatiguing to stay the course. Convening with like-minded individuals and experiencing their commitment and accomplishments is re-energizing,” said one Fellow about the 2017 Summit.

On the final day of the Summit, in the **Business: A Powerful Partner for Change** conversation, Fellows shared challenges and lessons learned from partnering with non-profits, governmental institutions and other companies. These stories inspired the other corporate social intrapreneurs in the room to further drive positive social and environmental impact through effective partnerships.

The panelists included:

- ✓ **Jennifer Gootman**, Vice President, Social Consciousness & Innovation, West Elm
- ✓ **Justina Nixon-Saintil**, Director, CSR Program Development, Verizon
- ✓ **Max Schorr**, Co-Founder & Executive Chairman, GOOD
- ✓ **Romy Fischer Parzick**, Senior Director, Client Experience & Implementation, NetSpend (Moderator)

Gib Bulloch, former Executive Director, Accenture Development Partnerships, shared a moving story of personal resilience tied to his forthcoming book, ***The Intrapreneur***. “The courage of the Fellows and participants in the room refueled my passion,” said one attendee. We left the Summit inspired by the work others are leading and recommitted to the role of business in making the world a better place.

- **ENVISION:**

Nancy McGaw, Founder of the First Movers Fellowship Program, kicked off the Summit with an opening keynote on **Setting Intentions** to help participants feel grounded and centered so they could maximize their time and energy at the convening.



The Summit “reaffirmed my vision and direction, and assured me I am on the right track,” said one attendee. **Mindfulness** was thoughtfully introduced throughout the agenda. Through poetry, yoga, guided meditation and a workshop on crystals, participants took time to reflect on their personal purpose and think deeply about the future of their careers, their industries and the world. We also provided access and time in the agenda for physical activities which helped people stay healthy and balanced during the Summit.

First Mover Fellows also hosted breakout workshops on **Strategies for Personal Resilience** that touched on topics like:

- ✓ **Health + Wellness** – **Nikki Foster**, Program Officer, Northwest Area Foundation
- ✓ **Work/Life Integration** – **Kady O’Grady**, Chief Talent Officer, Innosight
- ✓ **Personal Purpose** – **Joanna Stefanska**, Director, Rising Tide Foundation
- ✓ **Family + Parenting** – **Carlos Abogabir**, Executive Director, GeCo

People left the Summit thinking bigger and bolder. **Eli Malinsky**, Associate Director of the Aspen Business & Society Program, along with the **First Movers Advisory Board**, launched **Vision 2022**, the 5-year strategic plan for the Fellowship Program! Summit participants worked together in breakout groups to advance the strategy and ultimately, the movement of corporate social intrapreneurship.

“The Summit is about blending poetry, personal reflection, and stillness with design thinking, leadership, and other disruptive approaches to successfully navigate today’s fractured world and business environment.”

– **Regula Schegg**
COO of the Global Apprenticeships Network (GAN)
Fellow since 2011



What's Next? The Way Forward...

- Since the Summit, we have launched **Regional Networks** for First Movers in the Bay Area, Europe and New York City to help Fellows stay connected in person.
- Following the Summit, we launched a **network-wide Slack platform** to provide the community with a tool to continue to connect and collaborate. Channels are organized around Fellowship class, impact cluster topics and regional networks. **22 channels have been launched** and **over 60% of the network** is already active.
- The Advisory Board is working with the First Movers team to digest the inputs we received at the Summit on **Vision 2022**. We are currently incorporating participants' ideas into a **revised strategic plan for 2018-2019**.
- 2019 marks the **10th Year Anniversary** of First Movers! We are using this milestone as an opportunity to undertake an evaluation of the Fellowship and build our thought leadership on corporate social intrapreneurship more broadly.

Links + Resources

- The [Summit 2017 Program](#), which includes the agenda and participant list, can be found online. Visit the [Summit 2017 website](#) for additional information.
- A roundup of the [social media activity](#) is available on our Storify online.
- The [event photos](#) are available on our Google Drive. Feel free to share and post photos. Please credit the Aspen Institute Business & Society Program and tag @AspenBizSociety + #AIFirstMovers on social media.
- The [graphic recording images](#) are also available on our Google Drive.
- For additional highlights and takeaways, check out the recent blogs by [Chris Grantham](#) (Fellow at IDEO), [Mark Pickens](#) (Fellow at Visa) and [Lorraine Smith](#), one of our Summit facilitators.
- To learn more about the First Movers Fellowship Program, contact [Eli Malinsky](#), Associate Director, Aspen Institute Business & Society Program, or visit the [First Movers website](#).



About Us

The Aspen Institute First Movers Fellowship Program is the leading global network and professional development program for corporate social intrapreneurs. First Movers are accomplished innovators inside companies who are creating new products, services and management practices that increase business value and make the world a better place. Since 2009, the Fellowship Program has strengthened the capacity of social intrapreneurs to lead change within their company and industry, which collectively, over time, will redefine how business is done and how success is measured.

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Thank You!

The Aspen Institute Business & Society Program acknowledges the generous support of our sponsors in making the 2017 First Movers Summit possible.

We couldn't have done it without you!

