

## LEADER'S DIGEST



*"Success isn't very likely, if you're just in search of money. But you may achieve success if you want to help people."*

Richard Branson

### INSIGHTS ON THE POST-PANDEMIC WORLD

Last week, we hosted a webinar where Kjell A Nordström shared his wisdom on what the world will likely look like post-pandemic. A few main points he made were:

- The Nordic countries come out of this crisis as supermodels. Economists predicted GDP losses of around -25% while the end result is less than -5%.

"It's only under pressure when we change." As we have now changed a lot over the past year, we don't want to change too much again. Most likely around 50% of these new habits and routines are here to stay.

We are entering an era of global growth which is partly a reaction to the pandemic. However, most of it is explained by the massive need to rebuild due to climate change. "You could basically take a look at any industry and the answer is the same: we have to rebuild, redo, and reindustrialize."

- 64% of humanity lives in cities, and the number just keeps on increasing. "We are on the journey towards 80% within 20 to 25 years. This is a planet of cities."

[Read more about Kjell's ideas on our blog.](#)

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### CHOOSING EXCELLENCE



"Your biggest asset is the people in your company."

Back in 2014, **Tony Fernandes**, the founder and CEO of AirAsia Group stepped on our stage in Helsinki charming and inspiring the entire audience. Even though his keynote dates almost 7 years back, his ideas still resonate.

He raises many excellent points about leadership, one of which is the importance of people as they're the ones that really make the difference between an ordinary and a special company. You can [enjoy Tony's full keynote through this link](#) (available until 23 May).

WATCH THE VIDEO

### THE PITFALLS AND SUCCESSES OF SCALING

"A common phrase is that 'how do we preserve our culture as we scale'. But your culture is not like some relic that you should put in a glass box in a museum. It's something that has to actually grow and evolve. Your culture needs to be free to evolve in order to be the best culture it can for the circumstances that surround it", says **Des Traynor**, the co-founder and Chief Strategy Officer at Intercom in our recent podcast episode.

During this discussion Des talks about the topic of culture among many other things related to leadership and scaling a growing company. [You can listen to the episode on Spotify](#), or any other popular podcast channel.

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### WHAT INSPIRES US



#### MY STORY



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"I believe there are seeds of greatness in all of us—that we were all put on this Earth to unleash our greatness so that we may be able to give back more than we receive. So that we can somehow leave this Earth better off than we found it."

This time we got inspired by **Chatri Sityodtong's** (one of our NBFForum Helsinki 2021 speakers) story. It's a story how the founder and CEO of ONE Championship went from rags to riches in his pursuit to unleash real-life superheroes who ignite the world. In fact, Chatri well demonstrates what Richard Branson emphasized above: success often comes when you seek to help others.

Building leaders who change the world by providing inspiration, knowledge, and networks. See our upcoming courses and events [here](#).



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