

# HUMANS OF GLOBE

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## SYNERGIES FOR SUSTAINABLE GROWTH

Golden Star International's  
Transformative Journey

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## STEADFAST INSURANCE

Redefining Long-Term Care  
Planning

*InnovateHER Icons - Women  
Business Leaders of 2024*

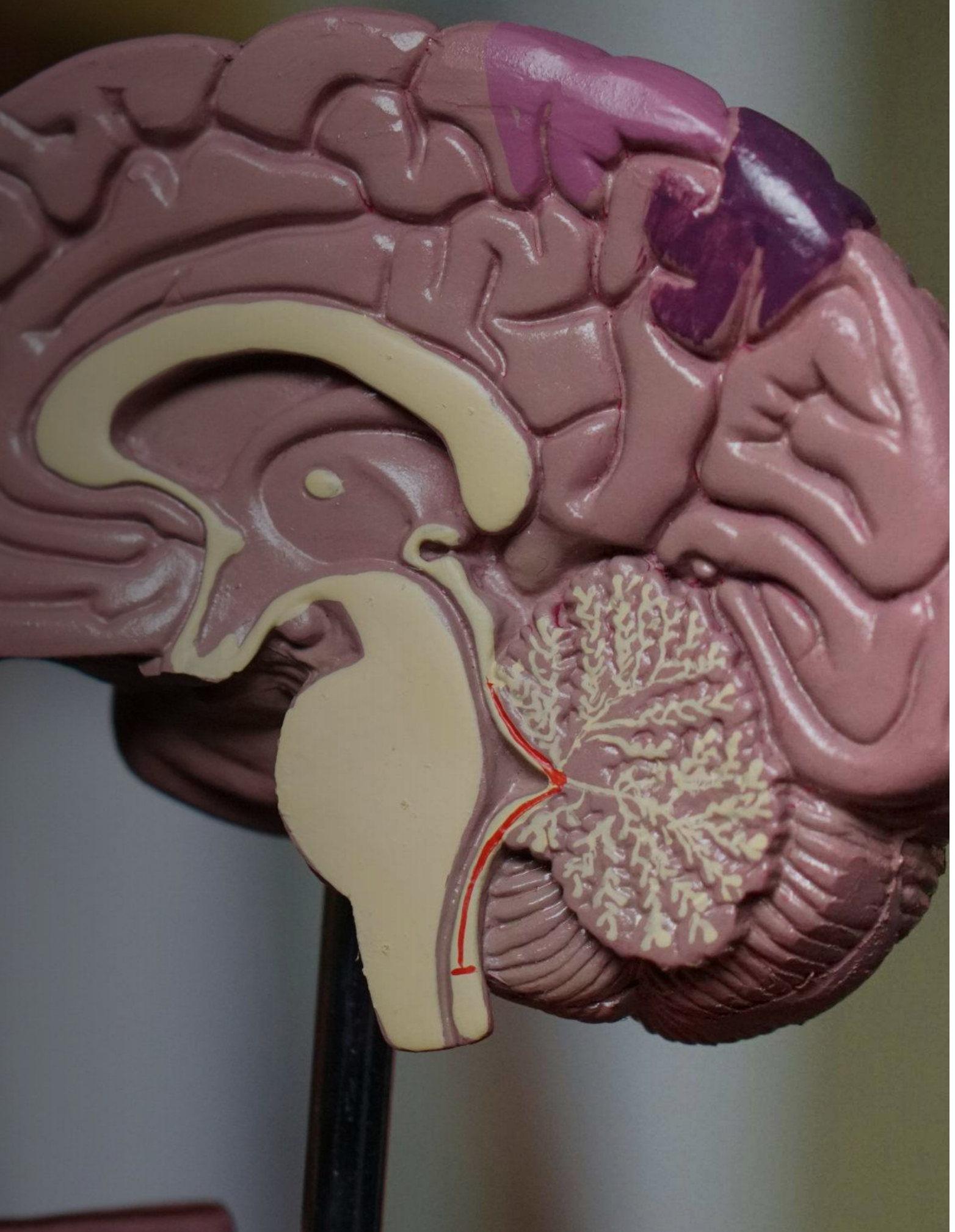
*Layne Lewis*

Owner of Willowview Consulting, LLC



# PIONEERS OF TECH. STIMULATORS OF LIFE.

Helping patients across the globe who suffer from pain and chronic conditions.



# Editor's

## InnovateHER Icons - Women Business Leaders of 2024

Here is the latest edition of Humans of Globe, "InnovateHER Icons - Women Business Leaders of 2024" In this issue, we will highlight some of the most visionary female leaders, as well as insight into how this issue will have a significant impact on the world in 2024.

The inside story chronicles Kelly Augspurger's journey from co-founding a used car dealership to launching Steadfast Insurance, redefining long-term care planning through personalized solutions. Read the full story to know more about her pioneering efforts.

Nadiya Albishchenko's visionary leadership at Golden Star International, driving sustainable growth through eco-friendly initiatives like GreenCom UAE, strategic partnerships, and a commitment to cultural diversity. Learn more about their transformative journey towards a greener future.

The cover story spotlights Layne Lewis's inspiring journey in building Willowview, a trailblazing company fostering innovation, work-life balance, and community impact through its unique culture and cutting-edge solutions. Read the full story in InnovateHER Icons - Women Business Leaders of 2024 to learn more about her visionary leadership

Focusing on authenticity, agility, inclusivity, and technology-enabled decision-making as the essential leadership styles in 2024. Through a blend of traditional and emerging approaches, it explores how leaders can navigate complexity.

The year 2024 will bring several promising innovations for businesses. This edition of HoG highlights the visionary women shaping the future, entitled "InnovateHER Icons - Women Business Leaders of 2024."

Don't miss out on our upcoming editions and stay amazed at what 2024 has in store!

Happy Reading!



# Explore

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Willowview's Unique Culture and  
Solutions Drive Client Success Across  
Sectors



**SPECIALIZING IN THE DESIGN AND  
COMMERCIALIZATION OF COLLABORATIVE  
ROBOTS FOR INDUSTRIAL APPLICATIONS.**





## Cover Story

*InnovateHER Icons - Women Business Leaders of 2024*

# A Cut Above

**Willowview's Unique Culture And Solutions Drive Client Success Across Sectors**

Willowview Exists To Uplift Clients, Employees, And Communities Through Pioneering Expertise And Humility - As Layne Himself Was Inspired.

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**Layne Lewis**

Owner Of Willowview Consulting, LLC

From a young age, Layne Lewis was fascinated by aerospace engineering and the vast frontiers of space. After graduating college with a degree in the field, her dream came true when she landed a role at Booz Allen Hamilton supporting NASA's Space Station Program.

For the next nine years, Layne gained invaluable experience working as a systems engineer on some of NASA's most high-profile missions. She was based out of offices in Reston, VA, Houston, TX, and Huntsville, AL - getting up close to various NASA centers' operations and gaining diverse technical expertise.

However, it was not just Layne's skills that grew during this time. Each new opportunity and relocation taught her important lessons about balancing her demanding career aspirations with responsibilities closer to home.

### **Re-evaluating Priorities**

While Layne's moves advanced her career, the distances from her family in Tennessee - particularly her father who faced ongoing health issues - took an emotional toll.

When tragedy struck and Layne lost her father in 1993, it prompted deep reflection on her priorities. By that point married with a young son, Layne realized she wanted a career path allowing greater proximity and flexibility for her loved ones.

Her supportive family then moved to Idaho so Layne could join Hewlett-Packard, hoping for a better work-life fit.



### **Founding The First Company,**

However, at HP Layne found himself performing repetitive tasks that failed to fulfill her entrepreneurial spirit. Determined to work at her own pace, Layne pursued an MBA with HP's sponsorship.

Emboldened by newly acquired business skills, Layne co-founded her first company, TenXsys, breaking free of corporate constraints.

Here, Layne rediscovered the gratification of pushing boundaries through innovation - igniting her drive as a businessman committed to enabling progress both professionally and personally for others.



## **Adaptable Solutions Driving Client Success**

### **Range of engineering, program management, and training services provided**

Willowview offers a full suite of customizable solutions. Their team of seasoned professionals provides expert engineering consulting to design complex technical systems.

Detailed program management ensures on-time and on-budget delivery. From initial planning and prototyping, through testing, deployment, and beyond - Willowview sees projects through from concept to completion.

Comprehensive training programs also equip clients with optimal usage of developed technologies. Courses are tailored to clients' specific organizational needs, roles, and work environments.

Sessions range from facilitated workshops to extensive online curricula. This holistic approach empowers clients with both sophisticated solutions and the knowledge to independently maximize their effectiveness over the long term.

### **Agile "Just Enough" Methodology and Prototyping Approach Benefits Clients**

Rather than drawn-out hypothetical designs, Willowview's agile methodology rapidly develops usable prototypes. This allows for real-world feedback much earlier in the product development cycle.

Any inefficiencies or misaligned assumptions can be identified and addressed cost-effectively.

### **Willowview's Mission is Rooted in Lewis' Values of Work-life Balance, Flexibility, and Community Impact**

Drawing from profound career lessons, Layne aimed to build a different kind of company through Willowview. Its mission champions holistic wellness for a diverse workforce. Under Layne's leadership, Willowview cultivates passion projects enriching lives beyond work.

Always prioritizing transparency and collaboration over targets alone, Layne ensures flexibility supporting varied circumstances. Ultimately, Willowview exists to uplift clients, employees, and communities through pioneering expertise and humility - as Layne himself was inspired.

Clients appreciate minimizing the financial risks of extensive pre-market research in favor of more quickly validating solution value. Resources are concentrated on refining demonstrated usefulness based on tester experiences, not conjecture.

Prototypes also facilitate productive stakeholder reviews showcasing progress in an interactive, tangible manner.

### **Successes like the Army's Soldier Sync Program Leveraging Diverse Experience**

When the Army needed a way to capture training performance data from soldiers' wearable devices, they turned to Willowview.

Drawing on team members' veteran status and combined aerospace, engineering, and military backgrounds, Willowview comprehensively understood the challenge.

Working closely with key stakeholders, Willowview created a customized solution within budget.

By syncing data from devices automatically in real-time, Soldier Sync optimizes training effectiveness and safety.

This demonstrated project stands as a model of Willowview's sector-agnostic talent pool and collaboration driving transformative results for clients.

## **A Unique Culture And Approach**

### **Balance of Government, Business, and Commercial Experience Fuels Innovation**

Layne Lewis ensures Willowview's team brings together perspectives from diverse foundations. With specialists once serving in public sector roles and others from private industry, a healthy blend of viewpoints exists.



This ecosystem challenges preconceptions and encourages creative problem-solving transferable across areas. Unconventional thinking isn't stifled but stimulated.

Candid discussions surface insights on any single background risks overlooking. As markets and technologies rapidly change, Willowview's integrated culture readies them to invent solutions no single domain could achieve in isolation.

### **Promoting Diversity of Thoughts and Continuous Learning to Stay Ahead of Trends**

Layne believes stagnancy risks obsolescence. At Willowview, employees are motivated to continually upgrade competencies and probe new frontiers. Formal continued education is subsidized, and on-the-job rotations explore alternate departments.

Regular seminars dissect emerging topics while diverse reading lists broaden worldviews. Multicultural employee resource groups offer fellowship and understanding.

Together, these efforts cultivate an environment where fresh ideas and underrepresented voices can naturally emerge to propel the company forward.

### **Open and Direct Client Communication Builds Trusted Relationships**

Layne makes transparency central to client partnerships. Assumptions are openly discussed and validated through engagement at all phases. Expectation-setting occurs to ensure objectives align on both sides. Senior leaders are accessible for discussion bringing the same candor as Layne herself.

Two-way dialogue helps surface any disconnects early. Outcomes emphasize collaborative problem-solving over unilateral decisions. This strengthened rapport builds confidence that Willowview truly understands and will fight for clients' interests - a foundation for long-term alignment.

## **Technology-Driven Innovation**

### **Adopting Technologies like AI, Robotics, and Immersive Simulations**

Layne ensures Willowview explores cutting-edge advances. They currently experiment with applying computer vision and natural language processing to automate processes.

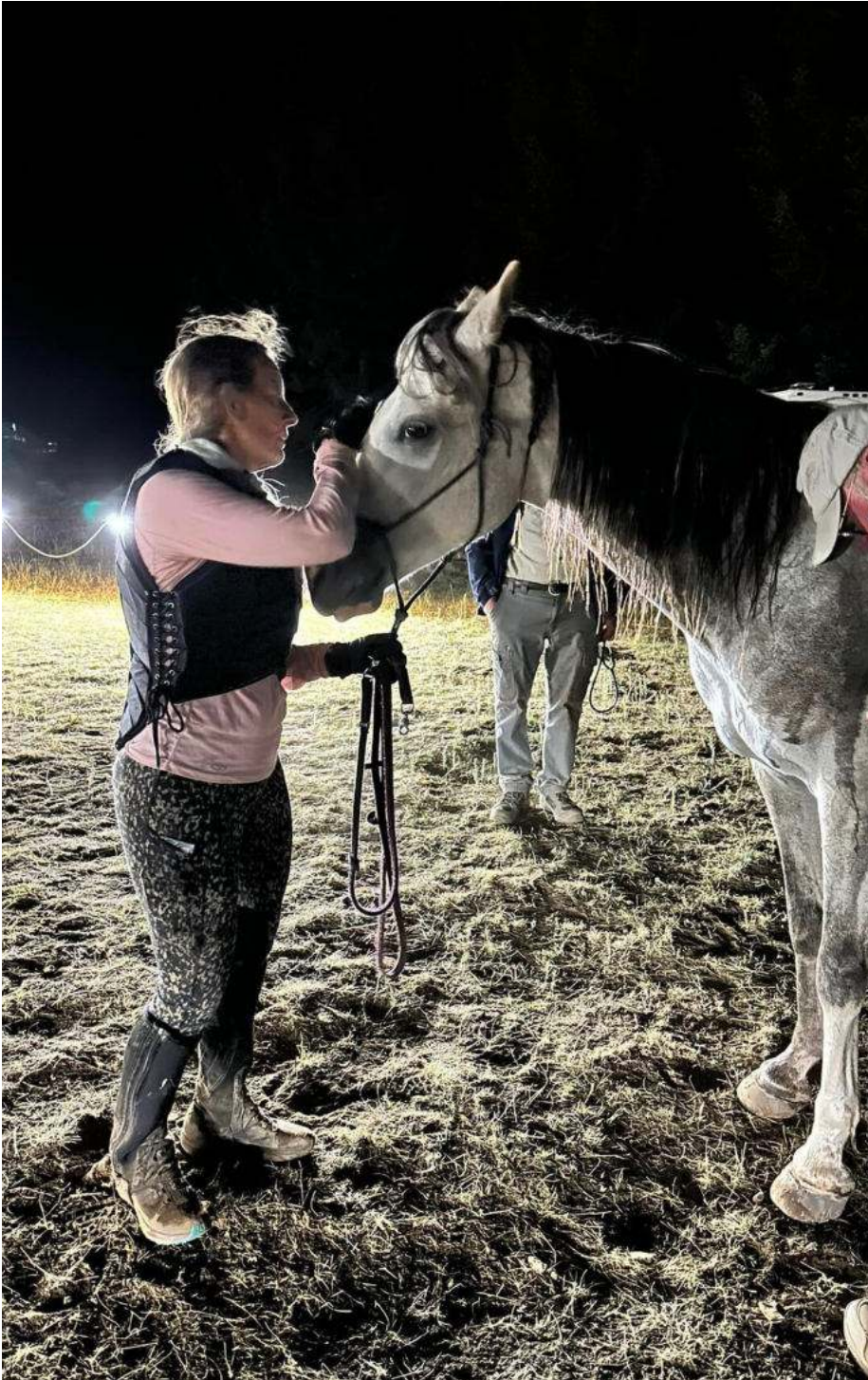
Humanoid robots are also being tested to potentially execute dangerous tasks.

Increasingly, immersive reality tools are creating scenarios that can't be physically recreated due to their complexity or cost. Willowview validates designs through virtual simulations before production to save costs and avoid risks.

Eventually, innovation is transferred to applicable sectors through continuous learning from pilot programs.

### **Applying Model-Based Systems Engineering for Enhanced Decision-making**

Digital twinning of proposed systems allows analyzing interactions and configurations



that previously required physical construction. Engineering models integrated with simulations deliver predictive analytics improving plans.

Automating documentation generation from models boosts efficiency. Stakeholders can now

access easy-to-understand visualizations and reports accelerating reviews.

Deployment and lifecycle management are likewise optimized through model-based automation, integration, and verification of requirements.

## Developing CIMBEO.com Platform for Next-gen Data-driven Solutions

CIMBEO will leverage cutting-edge technologies to deliver unprecedented insights through an intuitive interface. By compiling real-time streaming data from diverse sources into federated digital twins, rapid what-if scenarios can be evaluated.

Advanced analytics and artificial intelligence will synthesize patterns to surface otherwise hidden optimizations.

Leaders gain a comprehensive operational picture and decision support interface. When complete, CIMBEO is primed to reform how organizations strategize and resolve complex challenges through evidence-based guidance.

## Giving Back Through Community Involvement

### Encouraging Employees' Passions through Flexible Volunteer Time Off Policy

Layne fosters a culture where purpose extends beyond work. Willowview's progressive



volunteer time off policy removes barriers to participation. Staff can fully devote time to important causes without dipping into paid leave.

This demonstrates valuing the whole person and amplifying community impact. Employees feel empowered to support issues aligning with their diverse backgrounds and values actively. Camaraderie also builds as colleagues volunteer together for shared interests.

### **Initiatives Like Supporting Girls on the Run and Women Innovators**

Layne invests in developing future leaders through mentoring programs. She personally commits weekly to Girls on the Run coaching. This organization equips young women with confidence and life skills.

As a Women Innovators board member, Layne advocates for gender diversity in technology. Networking and professional development workshops hosted by Willowview spread this mission of inclusion. Direct engagement helps cultivate

the next generation.

### **Partnerships with Universities and Non-profits to Develop Future Leaders**

Collaborations provide hands-on training for students while applying technical solutions to benefit others. Interns gain real responsibilities alongside guidance from senior mentors.

Non-profits access pro-bono services maximizing community impacts. Capstone projects spark energizing ideas with the potential to scale.

### **Continuing The Journey**

#### **Maintaining Entrepreneurial Spirit and Curiosity as the Company Expands**

Under Layne's direction, Willowview prioritizes preserving qualities enabling success. Rapidly adapting to shifts remains core through a structure embracing flexibility. Calculated risks





and bold ideas are still championed even as the organization grows in staff and scope.

An incubator-like environment spawns new business prospects. Layne leads with the same pioneering mindset establishing Willowview and empowers others to advance disruptive ventures. Pursuing the unknown remains just as energizing with increased reach.

### **Upholding a Culture of Life-work Balance Through Growth**

Scaling poses risks of lost intimacy and responsiveness some founders dread. However, Layne expands judiciously while safeguarding cherished principles. Authenticity and empathy from inception are assured in evolving processes.

Value-driven decisions around human capital, talent sourcing, and decentralized oversight replicate Willowview's supportive environment globally. Continued trust in staff to live fully



outside the office upholds the original vision.

### **Ongoing Projects Pushing Innovation Boundaries like CIMBEO.com Platform**

Ventures such as CIMBEO demonstrate how Willowview directs momentum from success into ambition. Best-in-class tools and strategies will enhance the experiences of evermore communities through clients.

Layne is unwavering in stimulating technical progress exemplifying Willowview's imprint. Flagship initiatives establish leadership for the decades ahead, bound only by imagination. Clients and partners can depend on reliable progressiveness cultivated since inception.

### **Inspiring Leadership Through Passion And Balance**

#### **Lewis' Fun Racing Hobby and Passion For Health and Well-being**

While demanding in her career, Layne prioritizes well-rounded living. She finds joy in the thrill of competitive horseracing with her stead Atlas. Even recovering from injuries, Layne committed to regaining strength to ride again - modeling grit.

Layne openly discusses lifelong health battles and the importance of prevention. She actively promotes balance through challenge and rest. Employees respect her example of passionately seizing life alongside responsibilities.

#### **Ranch Lifestyle Complementing High-paced Work Environment**

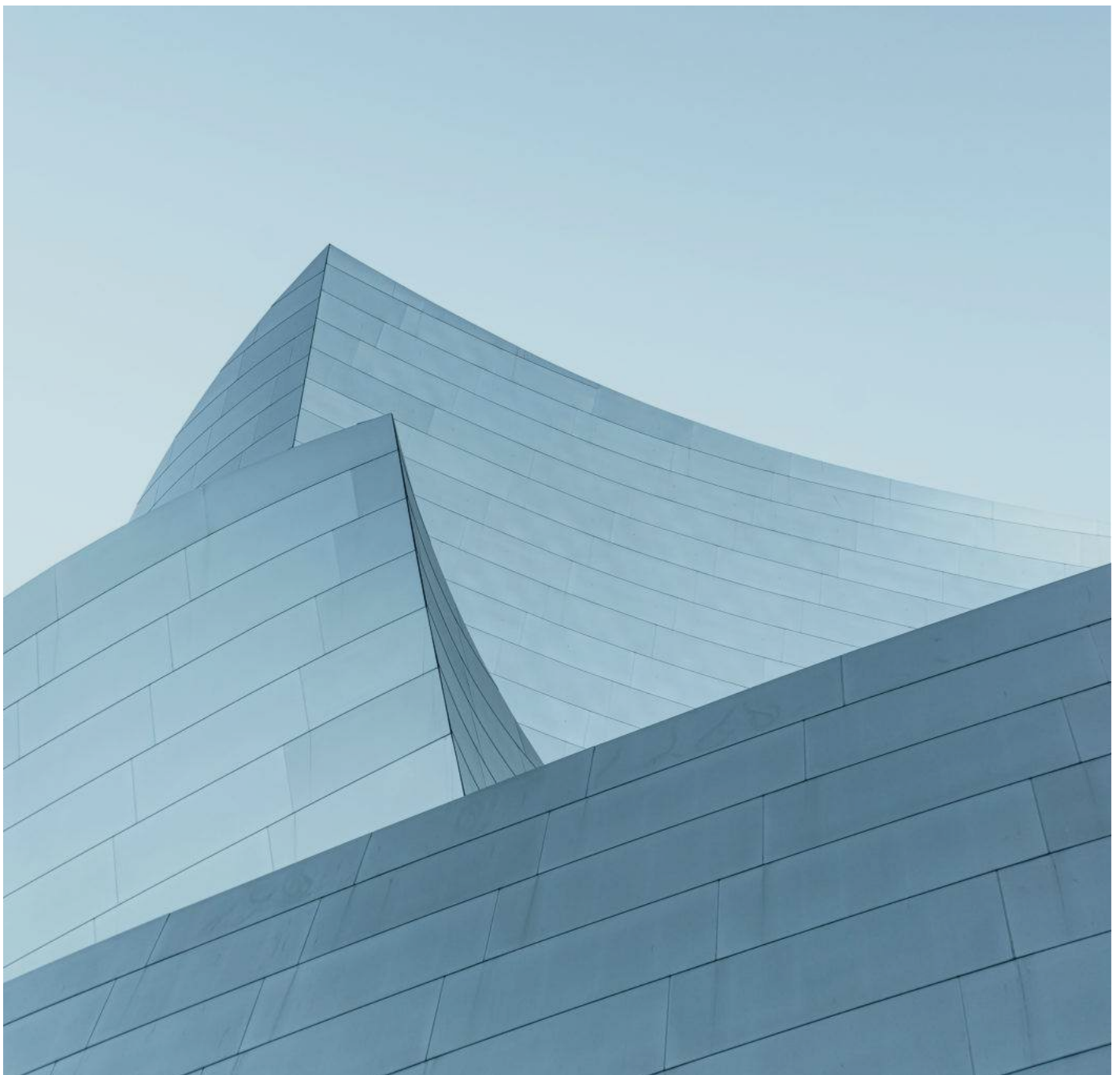
Layne's rural home provides solace from constant demands. Daily chores of feeding animals and land upkeep clear her mind. Surrounded by serenity, she gains new lenses seeing challenges from afar.

This harmony fuels Layne's equilibrium driving Willowview. Seeing the big picture revitalizes focus. It nurtures Layne's growth-oriented yet down-to-earth leadership keeping priorities seamless.

## Authenticity and Drive Behind Willowview

Through candid storytelling, Layne builds trust. Tales of setbacks like injury disclose her imperfect yet persevering character. Passion for continued learning despite academic successes is relatable.

Layne's charisma attracts like-minded souls to the enriching culture. Her full existence priorities multiply in staff similarly uplifted. Clients feel understood, as Layne leads with both professionalism and shared humanity.



**INSPIRING CONSUMERS TO  
EAT PURE, NATURAL  
HEALTHY AND TASTY  
ORGANIC FOOD,  
WHENEVER, WHEREVER.**



... as it  
... If this is  
... then it's perfect.  
If not, arm yourself with a paper  
towel and be ready to wipe.

In the photo of the Raspberry &  
Vanilla Lollipops, the ice cream  
was poured directly into the  
glasses after being made, and  
it was left to freeze until solid.  
When the shot was arranged...



These Raspberry & Vanilla Lollipops are still in shot  
glasses, showing frost, to indicate they were frozen.  
(1/5, BO 125, 100mm, Macro L)

For the photo of Pineapple Sorbe  
because the art director had dete

# Inside Story

InnovateHER Icons - Women Business Leaders of 2024



## GOLDEN STAR INTERNATIONAL

GSI's Dedication To Merging Innovation With Environmental DNA He  
Tomorrow. As The Pioneering Team Channels Its Collective Might In  
Sustainability Awareness, The Stage Seems Set For Rewriting Tradit

## Synergies For Sustainable Growth: Golden Star International's Transformative Journey

At the helm of strategic marketing and trailblazing new opportunities for growth stands Nadiya Albishchenko, Golden Star International's enterprising Director of Strategic Marketing and Innovative Business Development.

With over two decades of unmatched expertise across some of the biggest global giants in FMCG corporations, Nadiya charted a serendipitous entrepreneurial journey that led to a harmonious alliance with Dubai-based Golden Star International LLC (GSI).

### Nadiya Albishchenko And The Journey Leading Her To GSI

An insightful excerpt from the 2023 business book release,

'Synergy: A Synopsis of an Elite Business Partnership', encapsulates Nadiya's storied career.

Beginning with delivering sterling results for world market dominators and leaders, she ventured into entrepreneurship via INAS EXIM LLC.

Destiny sparked her enduring affiliation with GSI's founder Vinay Gandhi, when he helped resolve a shipping quandary, establishing GSI as INAS EXIM's UAE distributor.

### Golden Star International's

GSI's rich legacy over 25 years predicates an extensive FMCG bouquet catering to 50+ countries. Beginning as foodservice supplier for one stop shop consolidation for many Hotels, Resorts, and working with agents for HoReCa channels, GSI swiftly augmented its portfolio adding Retail FMCG brands and catering to the needs of retailers and large reputed supermarkets in regions of its reach being among the pioneers to cater such markets from the region of UAE.

heralds A Greener  
 into Raising  
 tions.

Led by an enthusiastic businessman Vinay Gandhi, GSI managed to yet another ground-breaking transformation with Nadiya charting ambitious growth plans.



*Synergy powers our collaborative work culture focused on sustainable initiatives.*



GSI's recent partnership with the UAE-China Chamber of Commerce and the launch of the pioneering green solution brand ARABSABIO underscore this strategic shift.

### Global Impact

#### GreenCom UAE Initiative and ARABSABIO Product

Championing homegrown innovation, GSI unveils GreenCom UAE, its most trailblazing sustainability initiative. At its forefront shines Multiplex Group's breakthrough product - ARABSABIO- an organic cleaning solution made from plant-based Enzymes.

Showcased at the eminent Green Saudi Arabia Forum by Nahou Al Dao Establishment, its biodegradable formula prioritizes safety and mitigates environmental harm associated with chemical-laden cleaners.

As GreenCom UAE's distribution partner since December 2023, GSI propels access to this cutting-edge green solution across the UAE.

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#### Commitment to Sustainability and Positive Global Impact

True to the UAE's COP28 commitments, GreenCom UAE embodies GSI's pledge to sustainability. Beyond commercial goals, it sparks public awareness on eco-friendly alternatives aligned with net-zero emissions.

"By adopting green solutions like ARABSABIO across sectors, collectively, we can drive the change," urges Nadiya. Fostering cross-sector partnerships with agricultural groups and environmentalists, GreenCom UAE envisions mobilizing a sustainability movement.





### UAE-China Chamber of Commerce Membership

GSI's focus on global collaboration finds expression in its coveted membership at the UAE-China Chamber of Commerce (UECN). The UECN 2023 Partner Conference witnessed GSI's induction into this council aimed at amplifying UAE-China trade.

As sustainable business gets precedence, this partnership helps GSI gain insights into China's landscape, paving inroads into the world's largest emissions producer turned sustainability pioneer.

### Alignment with UAE's net zero emissions goal

Echoing the UAE's net-zero by 2050 strategic initiative, sustainability serves as the cornerstone for GSI's growth blueprint. With the nation taking bold steps to become the first Middle East country with net-zero carbon emissions, GSI's commitment only strengthens.

"Our priority is implementing eco-conscious practices across operations to reduce environmental harm," asserts Nadiya. This ethos also propels relentless R&D in organic product categories, setting ambitious Scope 1 and 2 SDG reduction targets.

The UAE-China Chamber of Commerce partnership cements sustainability as a focal point. "This collaboration facilitates cross-cultural dialogues on achieving economic goals sustainably, garnering global perspectives," explains Nadiya.

GSI also gains access to China's technological advancements in green solutions. As GSI explores introducing organic fertilizers and clean energy innovations, this trade corridor unlocks invaluable opportunities.

### New Eco-Friendly Product ARABSABIO

ARABSABIO's launch as GreenCom UAE's flagship green solution underscores GSI's eco-conscious shift. Produced from plant-based enzymes, this non-toxic cleaning and agricultural marvel champions sustainability.



## Nadiya Albishchenko

Director Of Strategic Marketing And Innovative Business Development

*We aim to drive widespread adoption of ARABSABIO to reduce reliance on chemical formulas," Nadiya states.*

With partnerships across sectors in the pipeline, GSI seeks to educate and transform consumer mindsets favoring biodegradable alternatives for a greener future.

### **GSI encourages creativity and solves problems**

At GSI, innovation begins with an empowering work environment that rewards unconventional thinking and bold ideas. By merging INAS EXIM's production brilliance with GSI's customer insights, their strategic alliance kindles creative sparks.



*Our dedicated HACCP division enables methodical quality control right from raw material sourcing*



Nadiya adds.

Every challenge turns into an opportunity to constructively improvise. Detailed data analysis further bolsters finding ingenious solutions tailored for a safer Planet.

### **Examples of innovative solutions and creative approaches**

Blending GSI's UAE foothold with Multiplex Group's chemicals-free cleaning expertise paved the way for unlocking ARABSABIO's potential. "These experiences spotlight how collaborative synergy catalyzes innovation," remarks Nadiya.

### Strategies to stay updated on industry trends and advancements

At GSI, knowledge acquisition never halts. From technology investments in ERP software to data analytics for demand forecasting and exploring clean energy options, IT integration bolsters efficiency.

GSI also actively partners with tech solution providers to tap innovations. By incentivizing skill-building within its workforce and seeking ideas across hierarchies, GSI sustains its pioneering ethos.

As Nadiya rightfully notes, ***"A future-ready mindset is vital for scalable business success."***

### Cultural Understanding

At the epicenter of Dubai's cosmopolitan milieu, GSI considers cultural inclusion an invaluable organizational asset. Respect gets nurtured as a cherished value from the leadership downwards.

"We take pride in our multicultural workforce and ensure every team member feels valued," affirms Nadiya.

Fostering diversity of thought and perspective remains integral to GSI's growth story as it continually expands its global footprint.

Cultural appreciation proved invaluable for the recent "GreenCom UAE" launch. As the team brainstormed nuanced messaging to resonate across consumer segments, their diversity accelerated comprehension.





"Our cross-cultural composition enabled intricate fine-tuning of product explanations suiting localized needs," reveals Nadiya.

This eventually facilitated fruitful negotiations with overseas partners like Multiplex Group. By bridging communication gaps stemming from cultural differences, the project gained impetus.

The entire effort underscored that cultural insight aids vision materialization for companies embracing global aspirations.

### **Vision For The Future**

GSI's growth charter pivots on launching impactful green solutions. Eco-conscious innovations like developing organic fertilizers and devising chemical-free maintenance solutions for pools and aquariums take precedence.

"We are also exploring applications of enzymatic solutions across agriculture and cleaning," reveals Nadiya. By continually pushing boundaries, GSI aims to normalize sustainability as the way of the future.

Readers can actively champion GSI's vision by opting for biodegradable products, spreading awareness about sustainability drives, providing constructive feedback, and attending informative events.

"We also welcome collaborative opportunities with environmental groups to magnify our positive impact," Nadiya adds.

### **Invitation to collaborate on sustainability initiatives**

GSI remains open to potential partnerships across sectors to propagate ecological solutions. "Together we can herald sustainability and foster a shared vision of an environmentally responsible future," urges Nadiya.

All alliance opportunities focused on advancing net-zero emissions practices stand to gain GSI's wholehearted support through channels such as distribution networking, market penetration, and community mobilization drives.

## Key Takeaways

As the feature encapsulates, synergistic collaboration has underpinned GSI's evolutionary journey. Strategic alliances with partners like INAS EXIM LLC and Multiplex Group enabled the unraveling of new business avenues.

Similarly, the UAE-China Chamber of Commerce membership diversifies GSI's sustainability perspective. At its core, Vinay Gandhi's future-focused vision continues steering exponential growth.

Most importantly, uplifting initiatives like GreenCom UAE and Nadiya Albishchenko's passion for spearheading impactful marketing campaigns inject fresh dynamism.

By continuously building purpose-driven partnerships, GSI aims to sustain an eco-conscious approach benefiting communities across geographies.

## End on an optimistic, forward-looking note regarding GSI's commitment to a positive global impact

GSI's dedication to merging innovation with environmental DNA heralds a greener tomorrow.

As the pioneering team channels its collective might into raising sustainability awareness, the stage seems set for rewriting traditions.

The promise of bio-based solutions replacing chemical staples now shines brighter, thanks to GSI's change-maker spirit. Indeed, when seasoned expertise embraces sustainability, a better future is crafted.

And GSI seems pointed toward leading that wave of transformation with its blueprint centered around net-zero emissions.





“

**I WAKE UP EVERY MORNING AND THINK TO MYSELF, 'HOW FAR CAN I PUSH THE COMPANY FORWARD IN THE NEXT 24 HOURS?'**

”

**-LEAH BUSQUE, FOUNDER AND CEO OF TASKRABBIT**

cloudredux

**THERE'S DIGITAL,  
AND THERE'S  
CLOUDREDUX**



# Inside Story

*InnovateHER Icons - Women Business Leaders of 2024*



**Kelly Augspurger**

Long-Term Care Insurance Specialist | Co-Founder



# Redefining Long-Term Care Planning

Kelly Augspurger's personal family experience with extended care led her to develop a passion for helping clients find peace of mind in their extended care aka long-term care plans.

After co-founding a used car dealership in 2007, she learned invaluable business and customer service skills but yearned to start a company focused squarely on education and advocacy.

"I gained experience in starting a business from the ground up, but what drove me was seeing the relief on people's faces when I helped solve their transportation needs," Kelly recalls. "That feeling of making a positive difference is what I wanted to channel into my next venture."

In 2019, Kelly partnered with her husband Adam to launch Steadfast Insurance LLC, an independent agency that has redefined what's possible in extended care planning.

Taking a client-first approach, Kelly leads with an emphasis on education, customized solutions, and building genuine relationships.

By asking thoughtful questions and creatively navigating options, she ensures families are fully equipped to face future uncertainties with confidence. Kelly is pioneering a new standard of proactive, compassionate planning for care focused squarely on clients' well-being.

## Kelly's Professional Journey

### Co-founded a Used Car Dealership

In 2007, Kelly took the plunge to co-found a used car dealership. Over the next twelve years, she gained invaluable hands-on experience running all facets of the operation.

"I learned how to start from nothing, manage employees, market our offerings, negotiate deals, and most importantly, provide outstanding customer service," Kelly notes.

### Learned Key Business Skills

During her time at the dealership, Kelly honed problem-solving, communication, organization, and adapting to changing conditions. She also improved in financial management and understanding of clients' unique needs.



*Running the dealership gave me insights into what customers want - to feel heard and have their best interests at heart.*



## Motivation For Starting Steadfast

### 1. Flexibility and independence

As a new mother in 2010, Kelly wanted more flexibility and control over her hours. She was also eager to run her show. "We aimed to build a company aligned with our goals of putting families first while also having the freedom and control to balance work and family," Kelly explains.

### 2. Provide exceptional service

Drawing on lessons from client relationships in both industries, Kelly was motivated to deliver customized, compassionate service. "At Steadfast, clients see us as their trusted insurance advisors, not salespeople," Kelly says. "That level of genuine, responsive service is our core focus."

## Kelly's Niche - Specializing In Long-Term Care Solutions

Ageing populations are driving an unprecedented demand. Kelly recognized long-term care protection as her calling. "This is such a meaningful space that directly impacts individuals and families' quality of life," she says.

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Kelly zeroed in on navigating the complex web of options in this specialty realm.

### Staying Attuned to Clients' Evolving Needs

To continuously adapt, Kelly draws insights from diverse clients nationally. "Partnering with financial advisors across the country, allows us to help a bigger pool of families", she notes. She also solicits ongoing feedback to refine how Steadfast supports clients.

### Customized and Educational Approach

Steadfast differentiates itself through educational resources and customized advice. "People are overwhelmed by this topic, so we focus on imparting objective knowledge," Kelly says.

An online tool captures health details to strategize optimal protection. In-depth discussions empower clients with personalized recommendations tailored to individual priorities, budgets, and desired outcomes.



"It's so rewarding to help families find clarity and confidence through understanding all of their extended care choices."

## Client-Centric Philosophy

### Aligning Solutions With Client Needs and Preferences

By asking thoughtful questions, Kelly gains a holistic view of each client's world - from their network of support to their financial goals.

"This vital understanding helps pinpoint options that perfectly match what's most important to them," she notes. Kelly ensures that recommendations address clients' unique fears and desires for quality of life throughout life's journeys.

### Success Story Demonstrating Positive Impact

John and Kim (names changed for privacy purposes), who came to Steadfast in their mid-70s needing coverage (most of Kelly's clients are in their 50s when they purchase coverage). When Kelly learned of John's health issues, most LTC insurers would have denied him.

"Through our resources, I was able to craft an innovative joint policy leveraging an existing asset into an annuity paying for care," Kelly recalls. This solution doubled John and Kim's access to benefits. "We gave them peace of mind knowing their family has protection if they ever need care".

"That's so rewarding to provide that kind of peace of mind," Kelly says with a smile. John and Kim expressed immense gratitude, showing how Steadfast truly empowers families.

## Adapting To Insurance Industry Dynamics

### Leveraging Technology

The insurance sector is advancing rapidly through technological shifts. Committed to maintaining a competitive edge, Steadfast adopts user-friendly tools that enhance clients' experience.

Kelly explains, "An online health questionnaire allows clients to respond privately at their convenience." They have digitized the insurance prescreening process to make

more efficient.

## Video Content and Educational Resources

Looking ahead, Kelly focuses on informative mediums connecting nationwide. "Since the pandemic, we've amplified our video library and podcast to reach wider audiences," she says.

Educational resources like guides, blogs, podcasts, and YouTube videos empower audiences to make complex decisions. Evaluating consumption habits informs fresh content. Kelly says, "These innovative avenues disseminate our messaging of care planning passionately through any device."

Guiding countless families online reflects Steadfast's agility in navigating industry waves. Kelly comments,



*Adaptability  
strengthens our ability  
to serve clients  
generously through  
changing times.*

## Empowering Clients

### Educational Resources Provided

Steadfast equips clients with an arsenal of learning tools. Kelly explains, "Our video library simplifies intricate concepts and our guides and podcasts offer on-demand facts."

Kelly's podcast, Steadfast Care Planning, features Kelly interviewing different experts who provide knowledge and resources to help older adults navigate aging successfully. "These varied materials grant audiences independence in researching options best for their lifestyle," Kelly outlines.

### Example of a Client Benefiting from Resources

One beneficiary of Steadfast's educational breadth is Andy. Discovering their resources online, he delved into custom consultations and additional substance. Andy later remarked, "This detailed process precisely illuminated my long-term care solution.

Kelly's proficient, yet congenial style helped me feel at ease." He emerged well-informed to make judicious choices, confident in Steadfast's backed acumen and customer focus. Andy's experience epitomizes Steadfast's recipe for empowering families through compassionate learning.

## Future Innovations

### Upcoming Podcast Episodes

Most innovative of all, Kelly divulges a multimedia project. "We're thrilled about our podcast, Steadfast Care Planning, that launched



in Nov 2022," she exclaims. Across episodes, honest conversations raise awareness of navigating issues that older adults face.

Kelly promises insightful takeaways for aging populations. "Consumers crave relatable guidance addressing their most pressing longevity logistics - that's our podcast's mission," she affirms.

### Ways Clients Can Engage and Stay Updated

To participate in Steadfast's evolution, Kelly invites audiences to multiple involvement avenues. Following their YouTube channel



ensures catching recent financial knowledge bombs.

Most intimately, the podcast connects listeners to Kelly's wisdom on the go via all major mobile platforms. Wherever life's travels lead, Steadfast equips families with every progressive step of the way.

Kelly beams, "This is just the beginning - we can't wait to see how our offerings help communities in 2024 and beyond!"

## The Road Ahead

My mission is to reimagine extended care planning through education, honesty, innovation, empathy, and advocacy. Kelly's experience provides a solid foundation for her leadership in supporting clients' evolving needs through technology and education.

Personalized solutions celebrate families based on customized understanding. Future growth is inspired by a steadfast dedication to empowerment.

## Steadfast's Vision and Service

Kelly's vision since 2007 has been to enable peace of mind. "Steadfast's future is bright - I'm proud of the way we make complex topics approachable and decisions meaningful and affordable," she beams.

Progressing hand-in-hand with clients, Steadfast's care theme becomes ever clearer. Says Kelly, "Our name reflects our steadfast promise to walk alongside our clients and community, imparting guidance as lives unfold."

With a pioneering spirit and client-first philosophy, Steadfast's vital efforts yield families feeling heard, independent, and confident in charting each new chapter.



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## Article

*InnovateHER Icons - Women Business Leaders of 2024*



# THE LEADERSHIP STYLES THAT WILL DEFINE ORGANIZATIONAL SUCCESS IN 2024



Leadership remains one of the most scrutinized and discussed topics in the business world. With the rapid pace of change and rising complexity confronting organizations today, there is an intense focus on what constitutes effective leadership.

Companies realize evolving leadership approaches, skills, and styles may determine whether they sink or swim in the coming years.

### **Leadership in Business**

Leadership styles influence organizational culture, employee experience, innovation potential, and bottom-line results. While the fundamental purpose of leadership - to inspire action towards a common goal - has remained constant over time, the modes and methods effective leaders deploy require constant re-evaluation.

As priorities, expectations, demographics, technologies, and market forces shift, so too must leadership philosophies. Agility, authenticity, and expanded capabilities become

increasingly vital.

The leaders best equipped to handle the uncertainties ahead synthesize both old and emerging insights into what motivates teams. Their leadership strategy balances humanity, values, and vision with decisiveness, insight, and adaptability.

The extent to which an organization can get this leadership recipe right may determine its future success.

### **Authentic And Value-Driven Leadership**

Authentic, values-driven leaders in 2024 will replace old command-control tendencies with an ethical approach centered on purpose over power. They build trust by exposing some vulnerabilities and humanizing the executive office.

Most importantly, they clearly define and communicate value systems so that priorities are intrinsic across all levels, empowering teams to align decisions to a shared compass versus top-down decree.

### **Focus on Ethics, Purpose, and Empowerment Over Control**

The command-and-control leadership structures of the past must give way to more empowering leadership approaches centered on ethics and purpose.

Rather than micromanaging processes, the leaders of 2024 will focus on articulating the organization's values and mission to intrinsically motivate teams. They will champion accountability over authoritarian control.

These leaders will also prioritize the greater good in decision-making, ensuring policies and actions align with ethical principles versus self-interest or mere efficiency. They will be defined by their integrity and lead by example.

### **Building Trust Through Transparency and Vulnerability**

Effective leaders in 2024 will abandon the facade of the flawless, invincible leader in favor of authenticity that breeds trust and engagement. They will proactively share information, motivations, and

thought processes instead of shielding them in secrecy.

Reasonable vulnerability humanizes leaders and makes others more invested in shared goals by breaking down power barriers.

Teams witnessing leaders acknowledge occasional uncertainty, errors, or need for assistance gain confidence in sharing their own.

Transparency around limitations and challenges leads to collaborative solutions.

### **Values-Based Decision-Making**

Decisions grounded in shared values tend to inspire higher engagement and bring more people along versus edicts handed down from above.

Leaders who provide context around how choices align with ethics, purpose, and vision gain support through inclusion.

They deliberately define and communicate value systems so these can guide judgment calls at all levels, not just the executive suite. A strong

foundation of trust, dialogue, and accountable freedom creates conditions allowing innovation and experimentation further down the hierarchy to flourish responsibly.

Teams internalize ground rules and make largely self-directed choices adhering to them.

### **Agile Leadership**

As volatility and complexity accelerate, modern leaders require new competencies to steer organizations nimbly. Agile leadership philosophies will enable the leaders of the future to handle fluid conditions and rapid changes that once may have overwhelmed traditional, rigid structures.

### **Leading with Flexibility, Adaptability, and Comfort with Uncertainty**

Rather than maintaining a false sense of certainty, effective leaders in the years ahead will grow comfortable with ambiguity, and unknowns and accept decentralized or transitory hierarchies.

They will flexibly adjust their

vision, plans, and priorities as new information emerges without attachment. With strong foundations in place like values and purpose, they can pivot strategies without losing engagements.

They lead in an exploratory manner, running small tests and experiments rather than making sweeping proclamations. They are willing to fail fast, gather learnings, and continually evolve approaches.

### **Decentralized Structures and Empowered Teams**

Future leaders will operate with less concentrated authority across flatter, more dynamic organizations. They distribute power and ownership to self-organized networks and increase autonomy and decision rights to those closest to the work.

A shared vision and aligned values enable empowered teams to exercise their judgment. Leaders provide enabling constraints and guardrails without prescribing methods. They resist the urge to micromanage by intervening only when teams

deviate outside bounds.

Other times they simply observe and offer input when asked.

### **Data-Driven Decision-Making Skills**

Rather than relying on ‘gut instinct’ alone, tomorrow’s leaders will develop data fluency and analytical abilities to glean strategic insights. They will invest in digital infrastructure, data warehousing, and advanced analytics capability to extract signals from organizational noise.

Evidence-based decisions leveraging metrics, benchmarks, and statistical analysis tend to optimize outcomes in complex environments. Leaders use both qualitative and quantitative data to inform difficult choices while mitigating bias.

### **Inclusive Leadership**

With workforces more diverse than ever across dimensions like gender, age, ethnicity, orientation, and ability, leaders must champion inclusion or

risk a disengaged, fragmented workforce.

Tomorrow’s leaders embrace unique backgrounds and blend differing personal and professional perspectives to spur creativity, innovation, and stronger solutions.

### **Diversity of Perspectives and Backgrounds**

In 2024 and beyond, leadership cannot simply pay lip service to diversity while failing to capture the full value it brings. Effective leaders actively curate diverse teams while cultivating inclusive environments allowing varied views to be heard.

They are self-aware of inherent biases that may cause them to disregard or undervalue contributions from particular demographics. They build trust so everyone on a team is empowered to critique ideas, challenge assumptions, and have ideas respected on merit alone.



## Mitigating Unconscious Bias

All leaders possess unconscious biases reflecting societal prejudices on factors irrelevant to workplace performance, such as race, gender or age. Left unaddressed, unconscious biases encourage homogeneous “in groups” and inhibit diversity of thought.

Savvy leaders actively counteract implicit biases with evidence-based hiring, regular audits analyzing performance/promotions for equity, spreading visibility/acclaim, and mentoring historically marginalized groups.

## Fostering a Culture of Belonging

Effective leaders shape cultural elements including policies, symbols, processes, and behaviors to ensure all feel welcomed to contribute authentic selves while reaching their full potential.

They encourage collision of ideas by those not similar, and fair access to growth opportunities by eliminating arbitrary gatekeeping requirements. They build allies and interrupt microaggressions.

## Technology-Enabled Leadership

As emerging technologies permeate workplaces, leaders must harness digital capabilities to boost productivity, reveal data-based opportunities, and prevent skills shortages.

Tech-enabled leaders will become adept in both hard and soft skills to interface between rapidly



advancing machines and the very human workforces operating them.

## Utilizing Technology to Enhance Collaboration and Productivity

Forward-thinking leaders implement platforms facilitating seamless remote and asynchronous collaboration across dispersed teams. Enabling real-time transparency into individual and team productivity via digital performance management systems while safeguarding employee privacy.

Automating repetitive tasks and providing self-service access to apps and data repositories liberates human efforts for judgment, relationships, creativity, and strategy. AI and



machine learning can enhance decision quality and speed.

### **Data Analytics Skills to Glean Strategic Insights**

Business leaders must develop enough fluency in data science concepts to accurately interpret analytics and translate quantitative insights into an inspiring vision and story. Data reveals emerging micro and macro trends plus undersupplied niches containing fertile opportunities.

Leaders need to ask the right questions of data teams and technology architects to serve organizational goals. They rely more on evidence versus hunches or tradition to guide

choices.

### **Investing in Digital Upskilling of Workforce**

An organization moves only as quickly as its least tech-savvy members. Leaders future-proof the capabilities of all employees via continuous upskilling in digital fluency, cybersecurity, privacy, specialized software, creative tools, and more.

Some roles may require reskilling as automation alters or eliminates previous functions. Proactive training preempts skills gaps to keep humans complementing smart technology versus competing with it.

### **The Future Of Leadership**

While certain leadership principles prove timeless, the accelerating pace of technological, economic, and social change will necessarily evolve leadership approaches across industries.

The vanguard leaders of 2024 must keep pace with emerging best practices and next-generation thinking to remain effective.

### **Leadership Trends to Watch**

Several leadership theories percolating now may shape mainstream thinking within the next few years.

These include paradoxical leadership balancing contradictory demands, budgeting approaches decentralizing financial authority, servant leadership emphasizing empathy and ethics, and transformational leadership energizing followers to exceed expectations.

Meanwhile, neuroscience offers mounting insights into the cognitive and social dynamics underlying leader-team relationships. As the workplace itself transforms through automation and digitization, so too will leadership wisdom.

### **Embedding Innovation into Organizational Culture**

Today's cutting-edge systems and policies quickly become outdated without a commitment to ongoing invention. The most future-ready leaders will surpass mere innovation theatre by tangibly rewarding creativity, providing exploratory sandbox environments, and destigmatizing failure.

They will adopt innovation methodologies like design thinking. Importantly, they will identify and revise any cultural elements at odds with experimentation, like extreme risk avoidance, rigid hierarchies, or information silos.

By celebrating productive abstractions, collegial challenges, and non-linear discovery, the leaders of

tomorrow plant seeds for continual reinvention.

### **Conclusion**

While leadership contexts and requirements evolve, several truths around inspired leadership persist. The foundation of effective leadership in 2024 will still originate from a compelling vision and purpose.

It also depends on deploying strategies matching genuine strengths and motivations. Authenticity remains vital — good followership rests on trust and resonance with a leader's expressed values.

Finally, an ability to bring out the best in others through encouragement, accountability, and development opportunities will always distinguish truly great leaders regardless of era.

The leaders best positioned to steer their organizations through the turbulence of the coming decades will blend the finest strategies of the past with cutting-edge techniques of the future.

Agility, inclusiveness, values-alignment, and tech-enabled decision-making rise to the forefront. Still, this cannot wholly replace long-proven leadership pillars like charismatic inspiration, judgment, and wisdom. The leaders of the future must fuse historical and emerging perspectives into situational leadership dexterity.

They must match bold vision with humility, decisiveness with collaboration, and innovation with mastery. By synthesizing both old and new leadership models, the CEOs, founders, and managers of 2024 can best prepare their companies and cultures to flourish.





**IN WHATEVER YOU DO, YOU'RE NOT GOING TO STAND OUT UNLESS YOU THINK BIG AND HAVE IDEAS THAT ARE TRULY ORIGINAL. THAT COMES FROM TAPPING INTO YOUR OWN CREATIVITY, NOT OBSESSING OVER WHAT EVERYONE ELSE IS DOING.**

**—SOPHIA AMORUSO, FOUNDER OF NASTY GAL**



# About

## Humans of Globe



At **HOG**, we recognize the passion and excellence of pioneering leaders making a difference worldwide.

Our vision? A global community united by uplifting stories that spark positive change.

Through our digital platform and print magazine, we spotlight change makers impacting business, technology, sustainability, and beyond.

By showcasing diverse voices, we inform and inspire action towards progress.

The world needs more stories of possibility, happiness, and success - and we cover them with our magazine!



# So, Who are We?

A team united by purpose, we are building a publication to showcase incredible, under-told stories.

With experience in leadership, writing, research, photography and design, we are driven to uplift humanity by celebrating achievement.

While our backgrounds are diverse, we share a belief in storytelling to inspire!

Our editors, writers, and designers proudly produce stories that wave across cultures. We take great honor in showcasing the journeys, struggles, defining moments, and successes of innovators and change-makers of today!

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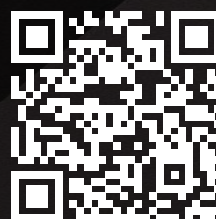
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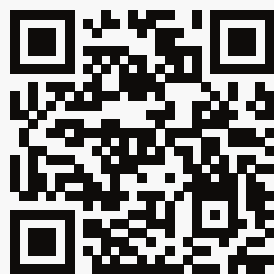
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