

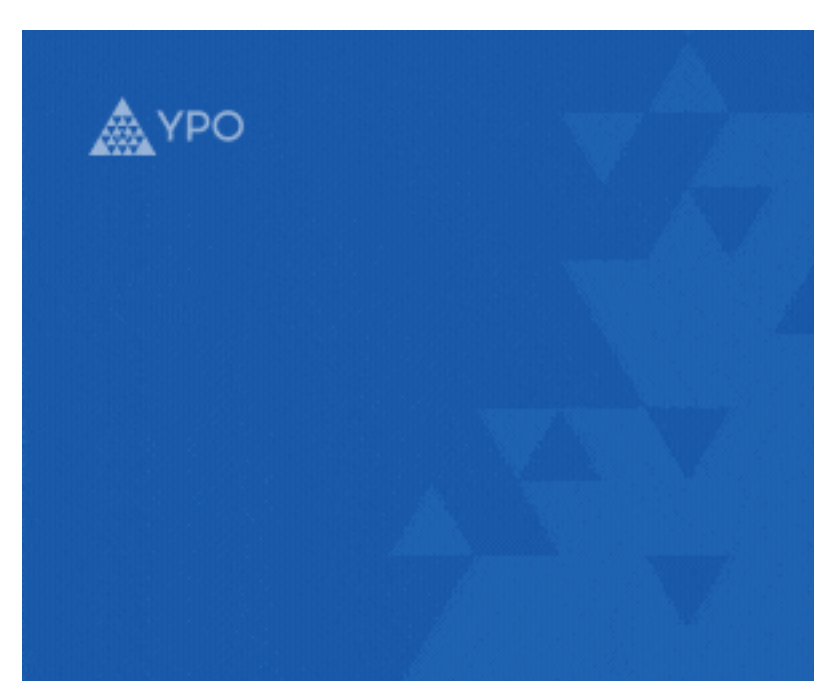
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FORTUNE + **YPO**



How a global community of chief executives is building better leaders

For more than 70 years, YPO has been fostering a global network of chief executives who are making an impact in business and beyond.



To make the world a better place, we need extraordinary leaders. It was this belief that propelled 27-year-old Ray Hickok, then president of Hickok Manufacturing Co. in Rochester, N.Y., to establish **YPO**, a not-for-profit community of chief executives, in 1950. Now, more than 70 years later, the organization's nearly 30,000 leaders across 140 countries are carrying out Hickok's mission to improve lives and businesses.

"There is the common saying that we are stronger together than that we are apart, which is accurate for so many situations but especially in regard to building strong leaders," says Xavier Mufraggi, CEO of YPO.

The exceptional work done by these leaders is recognized each year through YPO's annual Global Impact Award program. The organization's highest honor, this award celebrates a YPO leader who is making an impact that is both significant and sustainable. In May, Carrie Freeman, co-CEO of **SecondMuse**, was awarded the 2021 YPO Global Impact Award. She was chosen from a group of 14 remarkable honorees representing each of YPO's regions.

A passionate and resilient leader, Freeman helms SecondMuse, an impact and innovation company based in Albuquerque, N.M. SecondMuse has facilitated \$600 million in investment and incubated over 500 companies—the majority led by women or people of color. Some of the innovative sector-spanning programs SecondMuse is pioneering include **The Incubation Network**, which is focused on ending plastic pollution, GET Cities, which aims to accelerate female representation in the tech industry, and the **NASA Space Apps Challenge**, which fosters solutions to address real-world problems on Earth and in space.

"I am honored to receive this award, especially among a group of so many great leaders who are using business as a force for good," said Freeman.

One such leader is James Chen, who was selected as the North Asia regional honoree for the 2021 Global Impact Award. Chairman of Wahum Group Holdings and a dedicated philanthropist, Chen is the driving force behind **Vision for a Nation**, the charity that aided Rwanda in becoming the only developing country to provide vision correction for all of its people. Chen also cofounded **Clearly**, a global advocacy group dedicated to helping people worldwide get a sight test and an affordable pair of glasses.

Chen says it has always been his "fundamental belief that, with the combined force and potential of the best minds in the world, we can discover new solutions and technologies and maximize the impact of emerging innovations, which are collectively capable of affecting change on a global scale."

Lotte Davis, YPO's Canadian regional honoree for the 2021 Global Impact Award, exemplifies how those leading the way can make a difference. After founding **AG Hair**, a successful British Columbia-based hair care product company, South African-born Davis founded **One Girl Can**, which is focused on poverty and eradicating gender inequality in Kenya through education and mentoring. One Girl Can's unique holistic model empowers girls from the time they leave primary school until they gain meaningful employment. Since 2013, they have provided scholarships to 1,000 young women, coached and trained more than 10,000 students annually through workshops, and built or renovated 130 school buildings.

Like all YPO members, Freeman, Chen, and Davis have achieved significant leadership success. Their journeys have been supported by YPO's inclusive and inspiring community of changemakers. But beyond its mission of building better leaders throughout the world, what separates YPO from other leadership communities is its holistic approach to member development. Learning and knowledge-sharing drives the YPO experience, with thousands of high-value programs available to help members focus on becoming strong leaders, building more effective teams, and developing purpose that makes a difference beyond business.

"Each member's experience is unique because they can focus on the areas of their life they want to develop," says Mufraggi. "But the common thread is YPO's safe-haven environment of trust and confidentiality, where leaders can learn from each other and grow together."

Nowhere is this more apparent than in YPO's trusted forums. One of the most valuable benefits of YPO, according to its members, these small groups gather in person around the world to discuss challenges and opportunities covering all aspects of life, providing the ultimate sounding board and an arena where members can speak confidentially with their peers.

"YPO is an extraordinary group of leaders who lead by example and through our actions can help improve the way the world is run," says Mufraggi. "We believe that business can have purpose, and by showcasing the phenomenal work of our Global Impact Award honorees, we hope to inspire other leaders, current ones and the next generation, as to what they can do to truly make a difference in the world."

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