



Global Citizenship

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Honored to be here with the FINANCIAL EXECUTIVE LEADERS OF SILICON VALLEY

Meeting a few days ago with two friends formerly with Silicon Valley Bank, I was reminded that finance people are some of the smartest and most creative people I have ever met. It was a former colleague of mine from Amdahl finance who became the genius behind Dell's "BE DIRECT". I can remember time and time again, it was Amdahl finance that figured out (legitimately) how to keep us in the black. Everything from technology migration deals to bookable leases to selling off businesses.

Received Konrad Sosnow's invitation and looked at former speakers, including **John Doerr**, **Lew Platt**, **Ken Wilcox**, **Condoleezza Rice**, etc., I was overwhelmed and curious – WHY ME?

So, I sent Konrad an email and asked him. His answer surprised me, "You are known as someone who makes a difference!" Now, that got me thinking. What could I talk about that would make a difference to some of the smartest and most creative people in SV?

What would make a difference in the lives of people who themselves make a difference like ever one of you in this audience?

How could I provoke you to think and then to act in concert with that thinking?

How could I support you in something that you were already committed to? Then, it came to me.

An Exploration of “Global Citizenship”



Why Global Citizenship?

Major Assumptions We Swim in

Examples

Making Conscience Choices

“People talk about globalization as if there were a choice. There isn’t. It’s happening and we have to manage it in a way that benefits communities and companies.” M. Albright

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We could explore global citizenship.

The world is becoming smaller and faster every day. Technologies developed in this very valley are making it easier to communicate with the far reaches of our planet.

One of today’s best sellers is Thomas Friedman’s The World is Flat. In this book, he highlights Netscape’s IPO, Open Source, and Work Flow software as three of the 10 great global flatteners. These led to outsourcing, global supply chains, and “informing”.

Informing you ask? What is informing? How else other than Google could I know that Konrad Sosnow is a 1963 graduate of Drexel University in Physics? Or that in 2004 he protested the killing of a mountain lion in a tree in Palo Alto? Or that he has a black cat named “Puff”?

More seriously, Madeline Albright has said, “People talk about globalization as if there were a choice. There isn’t. It’s happening and we have to manage it in a way that benefits communities and companies.”

Last summer, we had 15 women from 6 countries with us at SCU in a Women Leaders for the World program – we found them through the Internet. We continue to support each other through that same medium.

Everyone in this room is a “global citizen” whether we realize it or not. Tonight I would like to explore this context called global citizenship. Together, let’s test some of our assumptions. Let’s relate global citizenship to our daily lives as individuals, as family members, as employees, and as leaders in our local and global communities. Let’s build awareness that we have choices – every minute of every day.

Why “Global Citizenship”?



- The world of our children and grandchildren --
 - Air and Water Quality
 - Jobs in SV, U.S., the world
 - Health care availability
 - AIDS and other diseases
 - Domestic violence and world peace
 - The digital divide
 - Hunger and poverty
 - Gender equality
- The health of our corporations
- The future of the U.S. population

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Every one here is concerned in some way about issues that cross borders – about global issues. I know that everyone here has concerns about the world that our children and grandchildren will inherit from us.

- What will the air quality be in 20 years? The water quality?
- What jobs will be available here in Silicon Valley? In the United States? Around the globe?
- What health care will be available? Will AIDS and other devastating diseases be controlled?
- Will domestic violence be eradicated once and for all? Will the Middle East have peace?
- /Will the digital divide be narrowed or widened?
- Will hunger and poverty be eradicated or more pronounced?
- Will there be true gender equality?

We also have concerns about our corporations. *The days of U.S. technological domination are over. How can we collaborate with others around the globe for competitive advantage?*

How can our nation address the social needs of its population when it is spending primarily on defense?

These are the questions that global citizens are asking.

Assumptions of “Global Citizenship”



What is a Global Citizen?

- Aware of wider world
- Respects/values diversity
- Understands how world works economically, etc.
- Participates and contributes
- Acts to make the world sustainable
- Takes responsibility

As an individual and as an organization

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Global citizenship must be created by each of us. It is a context – a place we think from that shapes our actions. An example of a context is “shareholder value” that shapes board room decisions. “Sportsmanship” frames what a coach says to the team when they lose. MacGregor in the 60’s defined a management context called Theory X and Theory Y management. He distinguished that one manager might think from workers being inherently lazy or and another from their being inherently motivated?

What is the context of global citizen?

There are some characteristics commonly associated with the term.

- is aware of the wider world and has a sense of their own role as a world citizen;
- respects and values diversity
- has an understanding of how the world works economically, politically, socially, culturally, technologically and environmentally
- is outraged by social injustice (New Heroes video and Lydia Bakaki story)
- participates in and contributes to the community at a range of levels from local to global
- is willing to act to make the world a more sustainable place;
- takes responsibility for their actions.

Global Citizenship acknowledges that we have power as individuals – we can change things – individually and collectively.

What investments is your organization making in the social infrastructure of the world?

Assumptions of “Global Citizenship”



What's Good for Business
is Good for the World



And...

What's Good for the World
is Good for Business

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Yes, we could explore one assumption that sits in the background of all our actions and another that, perhaps, is not so evident.

The first is that what is good for Business is good for the world. We are all driven by the creation of goods and services **for** the world. None of us goes into the office in the morning thinking that what we do is against the world. Quite the contrary. We go to work believing in the creation of stakeholder value – for our shareholders (ah, yes, Wall Street), customers, and employees. This is standard business wisdom and inherent in it is that it is good for the world. Why would any intelligent human beings do this if it were bad for the world?

The second part is not so obvious. That what is good for the world is good for business. My contention is that if we if we could step back far enough we would be able to see the truth in this. Even the financial truth!

Not to be mercenary, but Guinness Brewing – makers of ...See stories in appendix

Closer to home – Michigan Utility story

Even closer – Cisco networking Academies story

My point is that if we had the right place to stand (as in if we had a place to stand and a long enough lever, we could move the world) we could see that taking actions to overcome societal problems will pay business dividends over the longer term. If we had a crystal ball, we would be able to predict the first company that will win a Nobel Peace prize for its global citizenship work. If we could fast forward a hundred years, we would be able to see the impact of purposeful business actions.

Examples -- Individuals



Scorecard --

- Breakfast
- Transportation
 - My contribution to global warming (Lbs. CO²/Year)
 - 250 MPW = 11050
 - 22,000 air miles = 14,080
 - Gas and Electricity = 4700

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Let's score ourselves. Let's go over our day – yes, today the 21st of February, 2006. At breakfast, what kinds of containers did our cereal and milk come in? Do we recycle those containers? How far did we drive to work – how much gasoline did we consume? How efficient is our car in terms of pollution?

1/27, mercury: article entitled: [Bringing global warming home](#) By Paul Rogers

Contention: People can't take steps to reduce **global warming** unless they know how much they are contributing to it. Using that belief as a starting point, environmentalists and Silicon Valley companies rolled out a new plan Thursday to help South Bay businesses and the public compute how many pounds of ``greenhouse gases" they are generating, and then voluntarily offset that pollution with donations to companies that produce wind power and other renewable energy.

Here is how I scored

Then they told me that I could buy green tickets – for \$340 per year, I could help stimulate alternate sources of power to offset my emissions.

Now that I know about this, will I act? That is one of the questions. We all know how to be healthier and weigh less. We don't all do it.

Where am I being authentic or inauthentic as a global citizen? Where do I see myself TODAY being a good or not so good global citizen?

Women Leaders for the World, 2005



Lydia Bakaki,
Uganda
Equality between men
and women – 250
Ugandan women
receive 1 acre of land



Introduce you to
some extraordinary
global citizens...

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In July of 2005, we had 15 women leaders from 6 countries with us for 12 days of leadership training.

They are wonderful examples of global citizens. I would like to introduce you to these women by showing a short movie.

Lydia Bakaki – land rights for women in Uganda – creating a technologically advanced farm coop for 50 women as model

Patricia Rain – running a site that sells vanilla and its products as well as being an information portal for vanilla farmers all over the globe.

Joan Banich – Cisco brand manager and G.O.O.D driver

Mary Repine – connecting girls' school in Africa to Bay Area Women

Acknowledgement



We appreciate the support of our sponsors:

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I could not go without acknowledging the sponsors who have made Women Leaders for the World and our other program – Global Women at the Well possible.

Examples -- Organizations



“Organizations have amassed resources and power that rivals many nations.”

- **Corporations**
 - **\$\$ AND Human Community**
 - **Beyond mechanistic thinking**
 - **Realizing that everything is interdependent**
- **Bank with a Human Face**
- **Unilever**

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Yes, international companies are enormously powerful. Of the hundred largest economies in the world, 51 are corporations. This power can be harnessed to organize for a shared purpose.

There is a growing appreciation of the effects of corporate activity on the planet and its people – the dawn of humanity as ONE village

World transforming change is possible if we are willing. We can move from our current fear based model to one that is more humanitarian and whole systems oriented. But it will take new thinking. Not machine thinking, but human thinking – including our hearts as well as our minds.

The ANZ bank was struggling. Sonia Stojanovic led it out of trouble by getting the 21,000 people back in touch with themselves and each other. From this came change and a whole myriad of community service programs.

“We are giving people hope – the hope to find meaning and to not compartmentalize their lives into home and work and self.”

Unilever is another example: **“I do not want to live a life creating an illusion of meaningfulness while deep in my heart I know that every five seconds there is a child dying.”** Tex Bunning, (expert in downsizings!) culture of trust, honest, and authenticity – creativity. Great leaders (companies) – leave the world better.

Compete against others with partners such as UN, UNICEF, etc. Access to social capital

Conscience Choice



We are Leaders of Competence, Conscience and Compassion

Look from Both/And

For the Sake of...

“We must become the change we want to see in the world.” Gandhi

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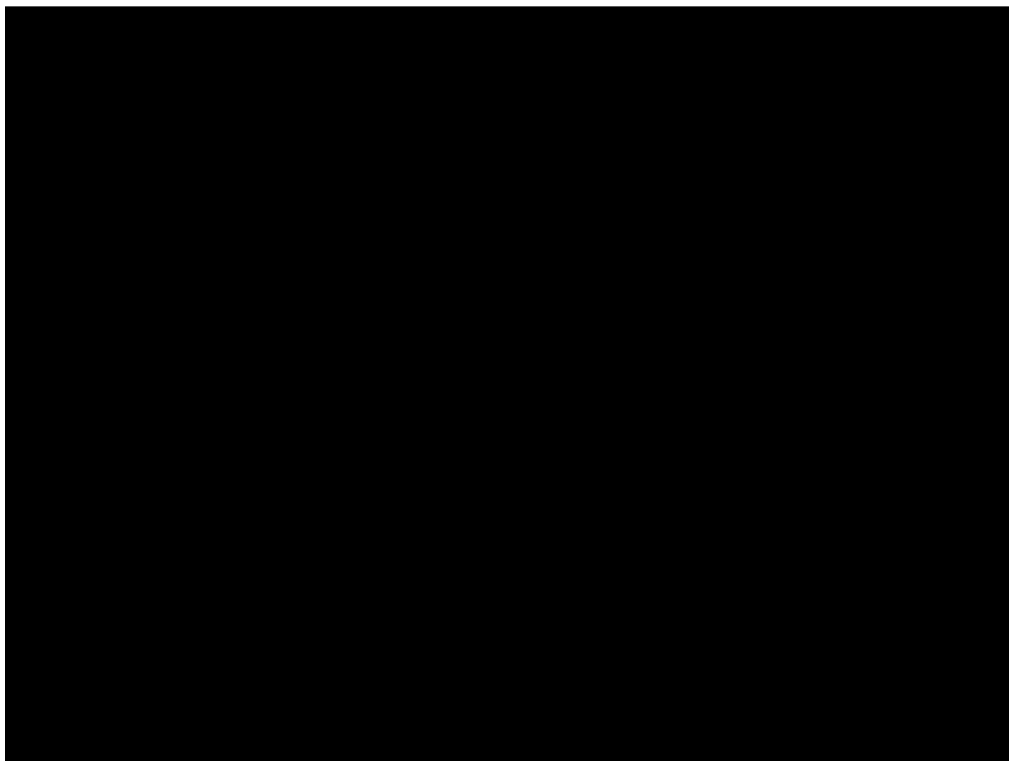
I invite you to join me in carrying this conversation on Global Citizenship out into the world and into action. I invite you to recognize that you are a global citizen.

We as individuals should integrate our personal lives and our search for meaning with our business lives.

I implore you to think from both and. In malls where there are both a Macy's and a Nordstrom's, both stores sales are higher. Why? How can we look at every decision not only for making profits, but also to benefit the environment or social justice, or... When we stretch to reach for higher human purpose and meaning, we are more courageous – we create miracles. It was Bob Hinkley, a corporate lawyer, who suggests that **“The duty of directors henceforth shall be to make money for the shareholders but not at the expense of the environment, human rights, public health and safety, dignity of employees and the welfare of the communities in which the company operates.”**

We can live in a context larger than ourselves. We can live in For the Sake of something. We can live in the philosophy that it is possible, for the first time in the history of the world, for the world to work for everyone.

You and I and millions of people around the world are inexorably connected. Every one of you is up here speaking about global citizenship.



Notes



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Guinness Brewing Worldwide, makers of “The Guinness” and other beer beverages, a few years ago did an analysis of the impact of AIDS on its sales. Now Africa, it turns out, is a growth market for Guinness. What their study proved was a substantial impact of reduced male Africans on their potential beer sales.

Closer to home. A utility in Michigan was about to discontinue its support of a program that helped long term unemployed people pay for minimum gas and electricity usage. The organization that had been administering the program hired a California consulting firm to look into the economic effects of this. Besides the unquantifiable financial impact of the adverse publicity, the consultants found that it was going to cost the utility MORE to discontinue service than to continue to fund the agency. Why? Because the administrative and legal costs of cutting off service outweighed the two million dollars they gave to the agency to keep these people paying their bills until they became employed again.

Even closer to home. Cisco has started 60 network academies in the developing world. Why? Is it good for the developing countries to have technicians able to install and maintain Cisco equipment? Of course. And, it is also good for Cisco in terms of opening these new markets.