



# RSI 2019 LEADERSHIP DINNER & DIALOGUE SERIES

Connecting Leaders to Shape the Future

April 23, 2019

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## Thought Leadership Report

Trusted AI is Imperative to the future of Business and Society, are you ready?

*AI is here, and the time is now for Canadian leaders to embrace the transformative potential of AI integration and new technologies to enhance the efficiency, profitability and discovery of actionable solutions to global sustainability challenges facing our world.*

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## CONTENT

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**PART I      OVERVIEW: CONNECTING THE DOTS      1**

Yasmin Glanville, RSI Founder

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**PART II      KEYNOTE SPEAKER INSIGHTS      3**

“Artificial Intelligence: The CEO Leadership Imperative”

**Dr. Cindy Gordon, Founder and Chief Executive Officer, SalesChoice Inc**

“How do you teach the value of trust. Trusted Artificial (AI) explained”

**Cathy Cobey, Global Trusted AI Advisory Leader, EY Canada**

“How Trusted AI clears the fog to shape and sustain your competitive Advantage”

**Troy Wright, Founder and Chief Executive Officer, Lendified**

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**PART III      OPEN FORUM DIALOGUE      12**

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**PART IV      DELEGATE REPORT OUTS      15**  
Optimizing the Value of AI as a Strategic Imperative

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**PART V      CLOSING STATEMENTS      19**

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## OVERVIEW – CONNECTING THE DOTS

### Why is CEO Trusted AI Imperative to The Future of Business and Society?

The importance of viewing Trusted AI as a strategic business imperative was the focus of the RSI Leadership Dinner Dialogue series, held in Toronto on April 23, 2019.

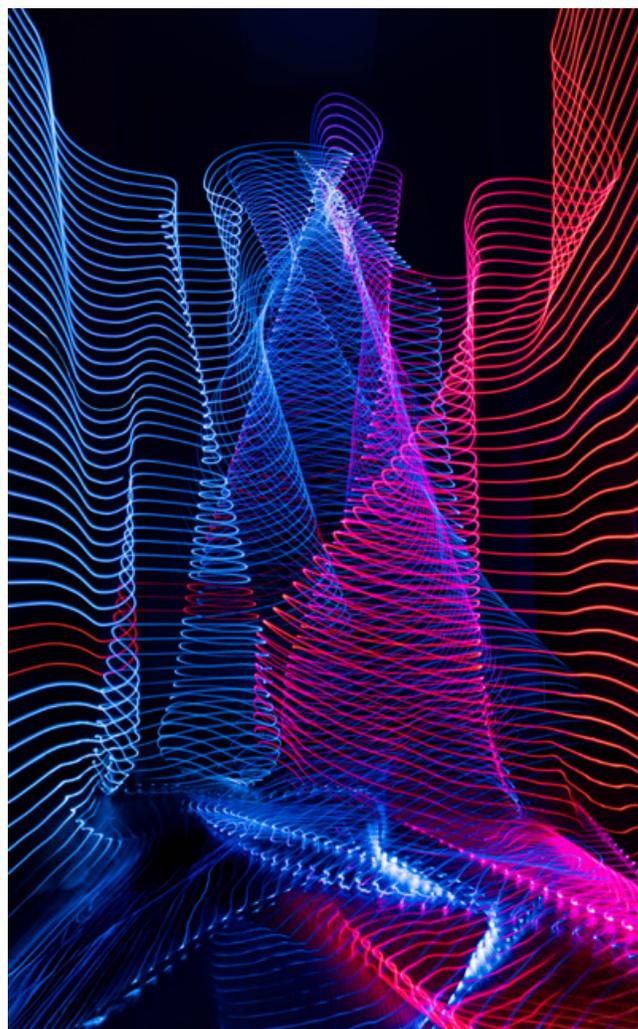
#### Connecting the Dots with AI as a Force for Good

Yasmin kicked off the dinner dialogue discussing the significance of how Trusted AI can accelerate the UN's Sustainability Development Goals (SDG's); drawing a connection between the transformative value of AI to improve the sustainability and resiliency of our future. She also emphasized the importance of developing increased leadership to learn about AI as a first step to preparing our organizations and society for the future.

Yasmin Glanville, RSI Founder, opened the Dinner Dialogue with impact statements and thanking Cathy Cobey, EY's Global Trusted AI Global Partner, for being the lead sponsor of the event.

Cathy is an expert in Trusted AI and implementing new technologies to improve organizational performance. She stated her reason for partnering with RSI was that AI has the capacity to do incredible good and has profound potential to improve global sustainability and resiliency.

This report summarizes the key insights and recommendations shared by the speakers around their experiences with AI, and the group discussions on relevant leadership actions to implement in the short-term for long-term benefits.



# SPEAKERS

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Moderator:

Keynote Speakers:



**Yasmin Glanville**  
RSI Founder, and Chief  
Innovation Strategist,  
Re-Ignite.ca

“How can we optimize AI  
as a force for good?”



**Dr. Cindy Gordon**  
Founder and Chief  
Executive Officer,  
SalesChoice Inc.

“Artificial Intelligence:  
The CEO Leadership  
Imperative”



**Cathy Cobey**  
Global Trusted AI  
Advisory Leader,  
EY Canada

“How do you teach the  
value of trust. Trusted  
Artificial (AI) explained”



**Troy Wright**  
Founder and Chief  
Executive Officer,  
Lendified

“How Trusted AI clears  
the fog to shape and  
sustain your competitive  
Advantage”



## KEYNOTE SPEAKER INSIGHTS

### The CEO Leadership Imperative

Dr. Cindy Gordon, **Founder and CEO, SalesChoice Inc.**, and RSI Board Director

Cindy shared insights regarding what she has learned as the Founder and CEO of SalesChoice Inc, an award winning (2019 National Canadian AI Award, and 2018 Disruptive Innovation: AI Award) SaaS company focused on AI Guided Selling, built on a Predictive and Prescriptive AI Analytics Platform. She emphasized the importance of AI to modernize business and society to make our world a better place.

- AI is already in every realm of business and society, from trading stocks to robotics in our homes, to sensors in our gym clothes, and in time, AI will be embedded in everything.
- In the age of AI, we need to work wisely to protect human rights and privacy and ensure 'AI is doing More Good than not!'
- If we are to use AI for building a competitive business advantage, leaders need to focus on societies and the environment with the same intensity that they focus on economics.
- Otherwise, there will be no future in which our businesses can prosper.
- With the recent report of 1 Million Species likely to be extinct in nature in less than 20 years, the imperative to focus on our environment has never been more serious.
- AI has predicted these consequences for some time.



Now we must Lead as Humans as the ALGOs have been consistently accurate, but we have not been authentically listening to the advice by executing guard rails to seriously protect mankind's future.

With the message of sustainability's importance firmly planted in the audience's minds, Cindy outlined five CXO questions that leaders can ask to determine whether or not their business is AI-ready or not.

## HIGH 5: AI READINESS Q'S

- Governance:** Does your company have an AI Governance Process and a clearly defined Privacy and Ethics Policy?
- Strategy:** Does your company have a Comprehensive Strategy for AI?
- Process:** Does your Company have all your data assets easily accessible and labelled?
- Talent:** Do you have an AI Talent Strategy to attract, develop and retain for AI growth acceleration?
- Technology:** Do you have Robust AI Toolkits to execute efficiently?

Cindy finds it disappointing that not all industry sectors are preparing as adequately as others; especially when it comes to creating a strategy for AI. She emphasized the importance of doing your homework as a business leader, stating:

Don't delegate as a business leader to IT – this is not a one functional sport – it will take everyone learning and advancing to do this right.

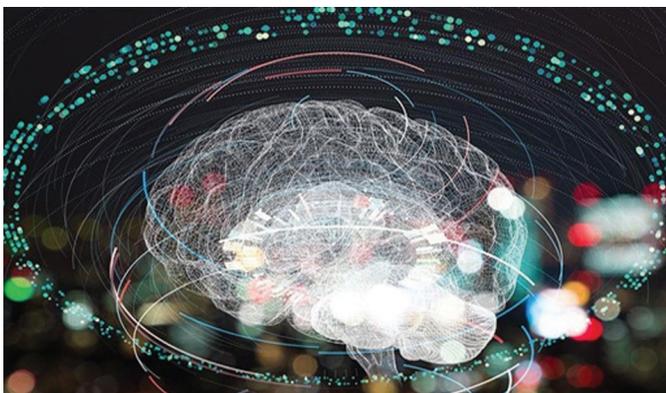
Doing this will help leaders identify both what the relevant problems are in their businesses, that are most valuable to be solved with an AI approach; and, also to understand what risks are involved with using (or not using) AI to solve identified problems. Her view is that all businesses need to prepare for these risks because, as she put it,

AI isn't just the new electricity, it's the new oxygen.

It will be employed in every stage of business operation across all sectors; as AI enablement flows into everything from our toasters to our Tesla smart cars.

### Which AI Solution is right for you? Supervised Learning or Unsupervised?

Elaborating on identifying which AI solution is right for each organization's problems, Cindy broke down the AI technology into two groups – Supervised learning and Unsupervised learning. Simply put, supervised AI is managed by humans, whereas unsupervised AI is constructed by humans and AI is left to its own devices. Unsupervised learning presents the most risks and it demands more governance



and regulatory framework development. This is an area in which Canada is leading the charge. Research and Development in AI in Canada is in a recognized leadership position. However, the speed of our commercialization leadership is seriously lagging behind. We are not leading in any of the commercial industry areas where we are researching in AI. This is due in large part to a lack of successful patent filings, and applied innovation leadership in Canada. C-level leaders must wake up and ensure AI is advancing rapidly into their organizational practices and processes, or our GDP will not grow in this new industry.

Stepping up and having more courage is needed to win BIG in AI. This is further reinforced by the University of Toronto's economic research in AI.

### **Case Study: Sensetime AI Powered Surveillance Capitalism**

To illustrate how a Chinese company, headquartered in Beijing, has elevated surveillance capitalism, she referenced Sensetime. Using advanced camera technology and AI, their technology is able to analyze every pixel of a photograph taken of an individual, plot their movements, and store everything about this person's movements in major centers (airports, subways, major shopping centers, train stations, etc).

She compared Sensetime to the movie, "Minority Report on Steroids". Suggesting the future for surveillance applications of AI will be a struggle between China and the USA. as knowledge is power. Knowing where one walks, what they wear, what their emotional facial expressions are in each day, and overlaying those patterns against every person and being able to create a mood risk map will give governments in China even more power. USA based Silicon Valley Bank is also a major investor in Sensetime.

As any foreigner enters these surveillance clusters, your movements and your children's are being catalogued with sophisticated AI algos, and correlating what else is on the world-wide web about you.

We are moving into a world where every footprint can be catalogued and is being catalogued.

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## AI, Environment, Planet and People

In her closing remarks, Cindy reminded attendees that organizations should not lose their focus on key issues such as climate change and the value that AI is doing in predicting devastating consequences if we do not start changing our ways. The environment and planet earth are in the devastation-countdown years now; and the trajectory is not a positive picture.

The outlook is not rosy. Just look at the increasing devastation of our forests, coral reefs, the new pattern of extreme weather events—floods, fires, storms etc. So, while we are excited about the fourth Industrial Age and the promising developments of new technology like trusted AI, we must also ensure we have a healthy planet to sustain life.

AI cannot stop the continued environmental impacts: only humans can, and time is running out.

Additional insights from **Dr. Gordon, CEO SalesChoice Inc.**, [Developing Trusted AI: The CEO Imperative](#)

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# Trusted Artificial Intelligence (AI) Explained

Cathy Cobey, Global Trusted AI Advisory Leader, EY Canada



Cathy began her presentation with a rather grim statistic on AI's near-future uptake:

85% of AI projects through 2020 will deliver erroneous outcomes.

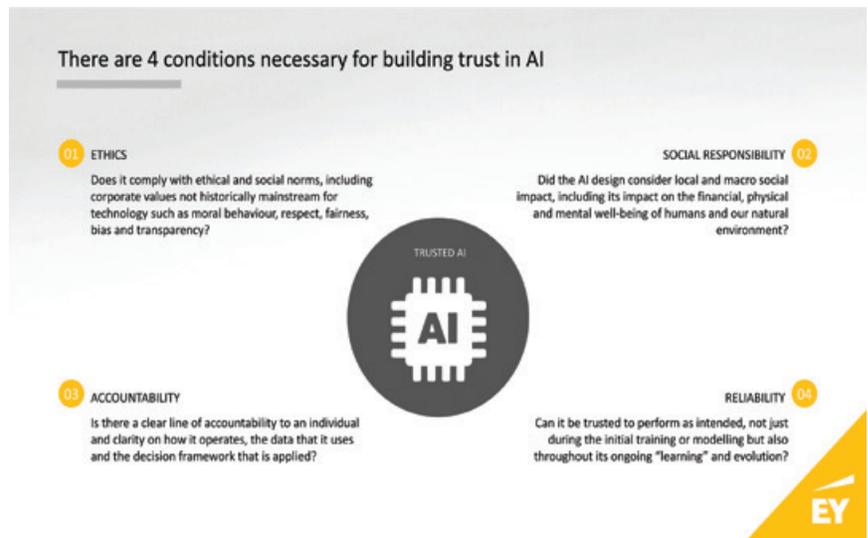
She believes the figure is closer to 99%. This grounded perspective was laced throughout her talk in order to deliver a powerful yet simple message: planning for failure allows you to trust more in AI.

You should expect AI to fail. You should expect it to behave how a human would behave when making a prediction – it will sometimes get it wrong.

By building failure as an expectation into the structure of an algorithm, developers can trust their AI more by anticipating it will sometimes fail and developing the required continuous monitoring mechanisms and exception routines.

## Four Conditions for Building Trust in AI

With failure built into AI's architecture, leaders can turn their attention to four conditions necessary for building trust in AI: Ethics, Accountability, Social Responsibility, and Reliability.





With failure built into AI's architecture, leaders can turn their attention to four conditions necessary for building trust in AI: Ethics, Accountability, Social Responsibility, and Reliability.

Relevant issues related to the above four conditions will arise in planning for the successful integration of AI into a business. These conditions are legitimate concerns and central to overcoming AI risks.

### So, what are the two fundamental AI Risks?

The risks associated with AI boils down into two broad problem groups:

- Arising from when AI is used to see like humans
- Arising from when AI is used to think like humans.

For the former (see like humans), a picture of a child holding a teddy bear can be edited to be seen as a child holding a gun in the eyes of AI if only a few pixels are changed.

For the latter (think like humans), AI's pattern-based predictions could lead to biased outcomes—such as considering certain ethnic or religious groups to be more prone to commit crimes.

### To help with managing and minimizing these risks.

Cathy and her EY team have developed a Trusted AI Framework that identifies five key characteristics:

1. **Performance** – outcomes from AI-made decisions must align with stakeholder expectations
2. **Unbiased** – the decision framework must be made as unbiased as possible
3. **Resilient** – referring to the data AI is acting on; this data set must be secured so that the AI system will remain reliable for the long-term
4. **Explainable** – a hotly-debated area; AI is extremely complex, so determining how much of an AI system is required to be explained for training or justifying up decisions is crucial
5. **Transparent** – people want to know when they are interacting with an AI agent

Developing AI with this framework will help establish trust in an organizational system.

Cathy closed her presentation with a key point:

AI cannot be thought of as a technology that can be trained and then left to operate without further human interaction. Constant monitoring and retraining will be necessary to ensure it continuous to operate as intended.

For additional insights from **Cathy Cobey**, read her article, [What is intelligence without trust?](#)

## What questions should you be asking?

- 01 Is AI a new source of 'shadow IT'?
- 02 Do we incorporate Trust by Design and accountability in our AI program?
- 03 Do we have the methods to evaluate / measure the technical risk and impact of AI?
- 04 Is AI embedded in our governance and control practices?
- 05 Do I have the technology, talent and strategy to continuously monitor AI performance?



For more information read our full report

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## Sustain Your Competitive Advantage With AI

**Troy Wright, Founder and CEO, Lendified Inc, and Chair of RSI**

Troy's presentation took a turn away from the risks that AI presents to an organization. He focused on ways in which AI has been used in various business applications to help create an advantage over competitors. Less-so on avant-garde innovations; with more focus on data analytics for effective decision-making.

Troy's view is that *"AI should not replace humans – instead, it's about giving "faster, quicker, more actionable information" to humans to facilitate decision-making."*



I realized how powerful Data and Analytics properly processed and organized can be in helping improve decision-making.

To explain how AI can help clear away the fog for competitive advantage, he discussed using AI to apply deeper data analytics on customer phone calls to sort through the most salient customer complaints, enabling new insights

to be classified from a call center's data set. He also discussed how an AI algorithm was applied in life insurance claims to identify fraud risks. This enabled accurate predictions of specific behaviors that enabled the insurance firm to reduce fraud in their insurance claims. This might not seem like a big deal to a large insurance company, *"but the information that was just sitting there, was not properly organized, nor being analyzed due to the volume of the data. Ultimately, the risk insights that these algorithms uncovered enabled decision-makers to save millions and improve their reputational risk management practices to their shareholders and other key stakeholders."*

Another case is based on an Ottawa-based audit firm that used AI to sift through ledger systems for anomalies.

Troy's own company, Lendified, sold their AI software to a Toronto-based mortgage company resulting in the average 3-hours spent on a mortgage file being reduced to 30 minutes. A great illustration showing how AI has the potential to increase overall quality of life for a vast swath of workers.

The human is still making decisions, but the other two and half hours of time it takes that human to digest that information, is suddenly given back to that person, department,

and organization. AI drives efficiency improvements, as it can analyze volumes of data in seconds.



## One Common Thread

In each of the use cases that Troy discussed, there was one common theme:

Implementing AI does not mean that humans have to give up their role as decision-makers.

Rather, they can use AI to help optimize the decision-making process. He added that AI has great potential in finding the needle in a haystack, which can either detect flaws or errors in data sets to be fixed, or identify patterns that can be acted upon to improve business operations.

AI has an opportunity wherever there are decisions being made with large volumes of information, and is exactly what large

organizations are dealing with.

Any company using great amounts of data to make decisions is faced with a common problem: “siloes information”. Connecting these silos and the decision-makers that act on the information stored within can be done by using AI as a “gate keeper” or “information broker”.

With that said, any decisions that use AI must be explainable in order to defend those decisions to stakeholders. This is easier said than done since AI protocols and codes are often very complex and technical.

## Four takeaways—that business leaders should concentrate on when integrating AI into their organization:

1. Leave decision-making in the hands of the humans. AI can be used to make information more actionable, meaning that taking the leap to having AI as the decision-maker is unnecessary.
2. Identify the low hanging fruit. Observe where information is unorganized or under-utilized and start with trying to apply AI in those areas.
3. Collaborate. This is key when developing AI frameworks. AI systems are being developed by a mix of different professionals.
4. Keep the process people-focused to ensure broader stakeholder satisfaction.

For additional insights from **Troy Wright**, read his article, [Clearing away the Cost of Uncertainty - How AI can help improve our businesses and our lives.](#)

## OPEN FORUM AND SPEAKERS PANEL



Prior to breaking for a dinner with beverages supplied by Steam Whistle and Trail Estates Winery, attendees were given the opportunity to interact with Dr. Cindy Gordon, Cathey Cobey and Troy Wright in an open forum discussion, moderated by Yasmin Glanville.

To connect the dots with sustainability and the UN's SDGs, Yasmin asked the speakers to comment on how AI is being used to discover and develop solutions to the grand challenges we face with Climate Change?

**Q.** How is AI used to address sustainability challenges impacting our world?

Cathy underscored that, *"AI is being used to predict future disaster areas and is helping prepare farmers by giving in-depth analysis of soil*

*conditions to help increase crop yield."* Adding how AI will revolutionize healthcare in remote areas around the world, pointing out, "using machine avatars and detailed diagnosis. AI is not just software-based. It has even more potential in its hardware capabilities, such as using facial recognition algorithms to detect stress, anxiety, among other mental health issues.



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Troy emphasized how AI can ‘help clear the fog’ when tackling Climate Change by, “leveraging existing tools within existing infrastructure to drive sustainability efficiencies.”



Cindy pointed to the bigger picture of AI application and the need to, *“drive more open data across all sectors. Since, ‘Big Data’ is already out there and,” AI will help gather this data and deliver a compelling sustainability story, allowing for more accurate predictions of the majority of future outcomes. With over a million of nature’s species predicted to be extinct in less than 20 years, the imperative now is for nations to come together, before our human race extinction prediction is irreversible. Our climate cannot go back in time, but we can improve our outlook, if we come together as one planet of concerned citizens as it will take all of us to be measured against a strict code of accountability with consequences. If we really care about our children’s future, we will Step Up - Together.”*

## Q. How do you address the looming issue of AI’s influence on global politics and voter manipulation?

Peter Love, President at Love Energy Consultants, asked an insightful question concerning AI’s influence on the worldwide political climate (citing the Cambridge Analytics scandal), “leaders around the world are putting misinformation (using AI) to confuse and mislead voters about Climate Change and how its now actually a threat.” Continuing, he believes in AI in the private sector, but how do we mitigate its negative effects in the political sphere?

Cathy made an excellent point that “there is a huge need for public education to bring everyone up to speed on identifying and understanding AI’s potential.”

Cathy’s response is that Climate Change and environmental advocates need to become AI-literate in order to effectively leverage the opportunities to use AI for Good. Cindy on the other hand drawing from her CEO experience suggested “To advance AI powerful educational and branding communication frameworks will be needed to educate leaders and citizens.” Her solution to create opportunities for the general public to “participate and experiment in using AI, so that they will get invested in (AI) – simple things like Nest, Alexa, robotic vacuums, simple AI admin tools, etc. – adults learn by doing – so we need to help adults to learn, and help young adults to reverse mentor their parents and grandparents – it is never too late to learn, says Dr. Cindy Gordon, CEO SalesChoice Inc.”

## Q. How is AI being used within the three keynote speakers' organizations?

Bill Hutchinson, CEO at Hutchinson Group, asked the panelists about the benefits of Trusted AI application within their companies internally. Cathy spoke to AI being used within EY to create efficiencies through the use of document intelligence to read and contextualize unstructured information and developing insights through the use of deep neural networks in a wide range of applications including demand optimization, call centre operations and transactional processing. As well, AI assisted tax regulation analysis for individual client needs.

She provided a proof of concept of using, "machine learning in banks to address issues of trusting AI in a regulated environment."

Both Cindy and Troy have developed AI Software platforms, and reinforced the imperative for ensuring Data is accurate and does not have Bias in predicting outcomes. Over 75% of North America's image data bases inherently have data bias and before we advance much further data cleansing must become a more risk-sensitive area.



## DELEGATE REPORT OUTS ON OPTIMIZING THE VALUE OF AI AS A STRATEGIC IMPERATIVE



During dinner, delegates and speakers engaged in focused dialogue on optimizing the value of AI as a strategic imperative and competitive advantage for their own organizations, the markets they serve – and advancing the sustainability and resiliency of business and society in Canada.

A representative of five of the delegate tables reported their answers to the full group. This is a synopsis of their collective responses.

### What Do you Think? Table Discussions & Report Outs

To mobilize Adoption of AI by CEOs and other senior decision-makers for future proofing and advancing the sustainability and resiliency of organizations, the markets you serve and our global ecosystem.

1. One important leadership action?
2. How to make it happen?
3. Key takeaway for more discussion?
4. One action commitment?
5. What else?



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## 1. One Important Leadership Action?

The groups shared some common trends when answering this question – specifically encouraging AI education and adopting AI policy.

- C-suite involvement was key and should take advantage of programs offering AI Leadership Development certificates from the likes of Forbes and Sales Choice's Business and Technology C-Level Program (offering in Late Fall, 2019) to new MBA Analytics programs offered from MIT, Queens, and new leadership certificates from Rotmans, and soon new AI skill development educational programs from George Brown etc.
- Developing increased skills in JK to high school will also be key, as China has mandated coding skills in every grade in Python and R, core skills for AI codification. The opportunities to learn are increasing as educators recognize they have a major role to prepare future generations, and build new labour skills to develop a nation's capacity.
- Leadership endorsement must come from the top down to build trust. If our Board of Directors and our Senior Leaders don't know how to define AI, or advise on the risks and get under the hood(s) and inspect more, then we will make more mistakes. Learning to ask the Right Questions to manage operational risk is key! Educational Dialogue Working Sessions for CEOs, and Board Directors are now offered by The Bedford Group and SalesChoice, to advance skill competency development.
- Leaders must start dedicating resources to develop Ethical AI Strategic plans. Deploying

them incrementally to encourage broader perspectives on AI and ramping up talent from diverse disciplines (Mathematics, Philosophy, Computing Sciences, Statistics, Enterprise Data Management, Engineering, Cultural Anthropology, Linguistics, Adult Education, Risk Management, etc.). It will take many skills to design, develop and implement Smarter and Ethical AI.

- Lastly, breaking down organizational silos and including multi-stakeholder membership on AI decision making groups will take advantage of AI technologies applicability to multiple functions within an organization.

## 2. How to make it happen?

Most groups agreed the first step to making it happen is for leaders to make a personal commitment to implementing AI and from there branch out within the broader ecosystem of their organizations.

- Establish AI policy advocacy to promote internal AI adoption is key. This will need to be started with foundational educational investments, and role modeling leadership behaviors and new organizational accountabilities.
- By making a pledge to digitize your data and evolve the culture of c-suite accountability/ decision making employee creativity will be increased. Especially in the realm of AI. Data must move to be a strategic asset, as important as the Profit and Loss Statement, says Dr. Cindy Gordon, CEO SalesChoice
- Creative suggestions included: launching pilot projects to increase training, education, skill development, and cross entity partnerships plus networking.

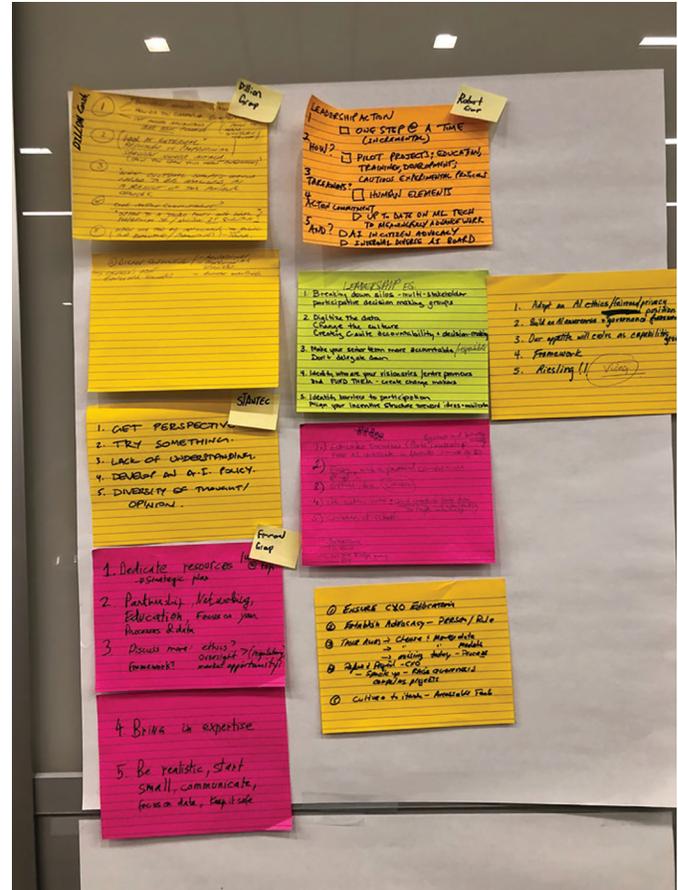
- Overall this will lead to encouraging thoughtful experiments to test AI and evaluate with facts how AI will benefit your organization. Ultimately, don't be afraid to fail when trying to succeed. The more data you analyze and validate with insights you can continue to evolve and improve. AI is a journey, not an end point destination.

### 3. Key Takeaways for more Discussion?

- Groups were asked to share with the rest of the attendees their takeaways to share with their respective organizations.
- Ensure senior management is held accountable as drivers of AI adoption rather than delegating down.
- Recognize the appetite for AI will only increase as its capabilities evolve and grow.
- The time is now to consolidate and monitor data models as to not be strategically left behind in the robust processes of AI adoption.
- All the groups agreed further consideration of the human element in relation to AI demands further discussion, be it ethical oversight, regulatory policies, or creating a flexible framework to react quickly to market opportunities.

### 4. One Action Commitment?

- Identify who are your visionaries/ entrepreneurs and fund them to enable change makers, or change architects.
- Think of using reverse mentoring approaches to accelerate learning speed.
- Keep up to date on machine learning



technologies that meaningfully advance work.

- Don't just rely on others, take responsibility and accountability yourself on understanding the future advancement of Trusted AI adoption. Look in the mirror and ask yourself honestly : How am I building new leadership insights on AI?
- Build frameworks and AI adoption strategies by bringing in the right AI expertise into your organization to develop smarter AI strategies and capabilities.

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## 5. What Else?

Other areas to increase Trusted AI adoption for today and the future are:

- Embed AI into the DNA of your business culture. Make this a core skill competency.
- Identify barriers and solutions to participate in AI, within in your organization, but also your customers, and in your communities.
- Cultivate a work culture that encourages the creation, recognition and mobilization of new ideas by employees and contract workers.

Evaluate the current state of AI education programs offered at post-secondary institutions and seek to understand how AI can be taught to children at schools.

Ensure a diversity of thought and opinion in decision making groups that connect AI with business and sustainability of KPI's is being fostered. Not to mention AI's potential in citizen advocacy.

- Establish AI and sustainability in innovation boards and hubs.
- Be discerning. Be Curious. Strive to constantly learn what trusted AI is and how to optimize it as a force for good – for business, for our economy, for our environment, and our future sustainability.
- In the end, be realistic, start small, focus on the data and when building AI solutions, or products, ensure AI is for Good.

## CLOSING REMARKS



RSI Board Director, Darla Campbell, reminded everyone that AI is no longer science fiction – it is our new reality.

AI has the potential to boost global GDP by up to 4.4 per cent and reduce emissions by 4 per cent by 2030. AI's transformative power on Climate Change is a real opportunity to harness innovative technologies to improve global resiliency.

Darla pointed to the commitment Microsoft President Brad Smith recently made, announcing his company's decisions to double down on sustainability at the core of his organization in order to ensure sustainable outcomes. In a recent blog post, "We're increasing our carbon fee as we double down on sustainability", Smith mentions how Microsoft with their AI for earth program, has been investing in technology apps specifically targeting sustainability concerns for years. Today, they have now granted over 230 projects using Azure and AI pursuing environmental goals. When large corporations embrace Trusted AI – incredible things can happen.

"Data is a critical part of our work and a global transition to a low-carbon future. Data can help tell us about the health of our planet, including the conditions of our air, water, land and the well-being of our wildlife.

But we need technology's help to capture this vast amount of data and convert it into actionable intelligence."

- Brad Smith, President,  
Microsoft

### **Bringing it Back to One Mission, Together!**

The One Mission is to understand the facts and causes of the escalating changes disrupting our climate, our weather, our planet, our future and "business as usual"—and to learn and apply actionable solutions to these challenges in the context of our everyday lives.

"We start that by making it personal. For our families. Our children. Our communities. Our organizations. And to inspire positive action in others

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by walking the talk: what we say, what we do and how we lead, support and collaborate with others to advance the One Mission. “

- Yasmin Glanville, Founder RSI

## Where do we go next?

How do we mobilize the insights and actions to drive and sustain a competitive advantage for business, the markets we serve and our society? How can we harness the power of innovation, AI, new technologies, and toolkits, to advance the sustainability leadership of our current world and our future world?

We start by making the leadership responsibility very personal. For our families. Our children. Their children. Our communities. Our organizations and for the causes we care about and inspire positive action.

The old adage that there is an elephant in the room, but no one sees it is no longer relevant. Climate Change was once that elephant. It now consumes every inch of our world – catastrophically disrupting entire cities, entire geographic regions, and is devastating everything we hold dear – Human Life.

According to a recent UN report, global emissions are reaching record levels and show no sign of peaking. The last four years were the four hottest on record, and winter temperatures in the Arctic have risen by 3°C since 1990. Sea levels are rising, coral reefs are dying, and we are starting to see the life-threatening impact of climate change on health, through air pollution, heatwaves and risks to food security. The impacts of climate change are being felt everywhere and are having very

real consequences on people's lives. Climate change is disrupting national economies, costing us dearly today and even more tomorrow. But there is a growing recognition that affordable, scalable solutions are available now that will enable us all to leapfrog to cleaner, more resilient economies.

If we Act Now, the latest analysis shows, we can reduce carbon emissions within 12 years and hold the increase in the global average temperature to well below 2°C to 1.5°C above pre-industrial levels.

## Climate Solutions are also good for our economy and business.

For business. climate solutions can strengthen our economies and create jobs, while bringing cleaner air, preserving natural habitats and biodiversity, and protecting our environment.

New technologies and engineering solutions are already delivering energy at a lower cost than the fossil-fuel driven economy.

This means ending subsidies for fossil fuels and high-emitting agriculture and shifting towards renewable energy, electric vehicles and climate-smart practices.... and replacing jobs with healthier alternatives so that the transformation is just, inclusive and profitable.

# CONNECTING LEADERS TO SHAPE THE FUTURE



## Join the **One Mission** as an Action Partner with RSI

How to Partner other leaders and innovators to drive positive change

- Join RSI to support **One Mission**, Together. Become a **MEMBER** today.
- Partner with RSI to produce action focused thought leadership reports.
- Engage RSI to deliver customized Sustainability, Leadership and Innovation strategies and stakeholder engagement and action learning workshops.
- Hire an RSI expert to deliver keynote presentations, moderate panels for your organizations and conferences.
- Partner with other RSI members to create and deploy innovative, positive action strategies to address specific challenges impacting humanity today.

So how is RSI positioned to support climate action and to partner with leaders to shape a better future?

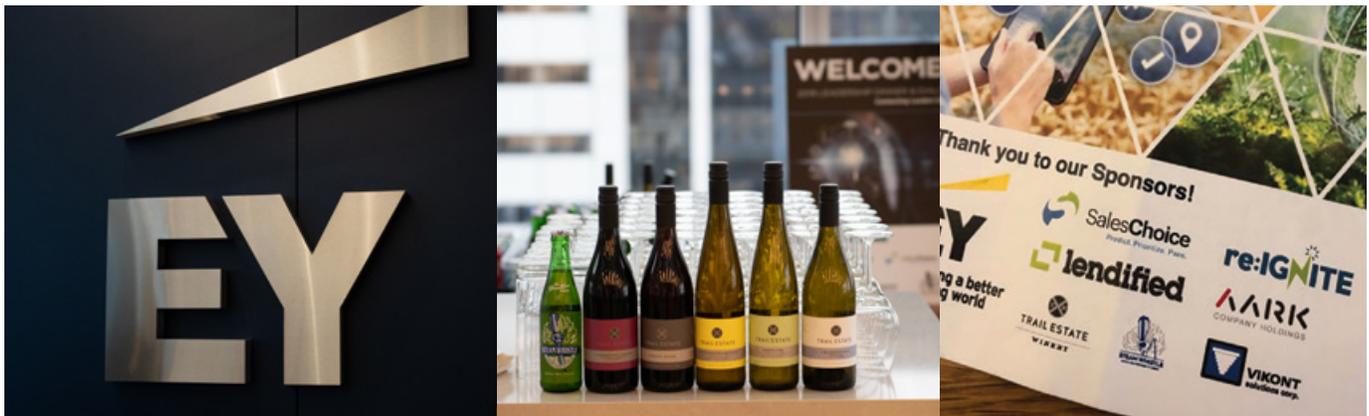
RSI is a trusted **“think-do”** knowledge exchange and connector for leaders and influencers across all sectors and disciplines, and influencers to support ONE MISSION: to discover. Share and mobilize proven actions to advance the sustainability, resiliency, prosperity of our ability to thrive into into the future.

**Become an Action Collaborator**  
**One Mission, Together.**



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# FOR MORE INFORMATION AND TO CONTINUE THE DISCUSSION

If you are interested in discussing this report, engaging our RSI and Partner experts to be a speaker for your event and/or to learn about Rethink Sustainability, send us a note at [Communications@rethinksustainability.ca](mailto:Communications@rethinksustainability.ca)

For more information about RSI: [www.rethinksustainability.ca](http://www.rethinksustainability.ca)

Thank you.

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