

CULTURE CREATIVE
BEAUTIFUL TOGETHER

FutureCast 2021

Building a Beautiful Post-Pandemic World

**Friday, February 19th
6pm - 8pm (EST)**

**Saturday, February 20th
9am - 5pm (EST)**

Canopy by Hilton Grand Rapids Downtown
131 Ionia Ave SW, Grand Rapids, MI 49503

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**“The future is
ours to create.
Let's make a
more beautiful
world together.”**

Julian S. Newman
Founder & CEO
Culture Creative
FutureCast Visionary

Welcome

I am extremely humbled by the resiliency and grace that many of us have displayed during the past year. 2020 was unforgettable, and our lives have been forever changed. Although there were numerous challenges, tragedies and new normals to navigate, I am still inspired by our humanity and generosity. Also, I believe that we are at a moment in history where we can change the future and become even more beautiful together. Thus, motivating me to launch this inaugural event. FutureCast brings together diverse thought leadership from around the world to strategize solutions related to diversity, equity, inclusion and belonging (DEIB) in all industries and aspects of our daily lives. Our theme for FutureCast 2021 is “Building a Beautiful Post-Pandemic World”.

Our objectives and outcomes include:

- 1.Create Vision (Purpose)
- 2.Develop Strategy Process)
- 3.Measure Impact (Proof)

Thank you for joining us and we look forward to you leaving a more inspired and informed world changer!

Schedule

Friday, February 19th

6pm - 8pm: **Reception at Knoop**
131 Ionia Ave SW, Grand Rapids, MI 49503

8pm - 10pm: **Movie Screening: Judas and the Black Messiah**
Celebration Cinema, Studio Park
123 Ionia SW, Grand Rapids MI 49503

Saturday, February 20th

9am - 10am: **Welcome & Introductions**
Julian Newman, Founder & CEO, Culture Creative & FutureCast Visionary

10am - 11am: **Building Authentic Belonging**
Zahabia Ahmed-Usmani, Youth Program Coordinator

11:15am - 12:15pm: **A Conversation with Seth Godin**
Seth Godin, Founder of the altMBA, Entrepreneur, Author of 20 Best Sellers

12:15pm - 1:15pm: **Lunch**

1:15pm - 2:15pm: **"We're The Good Guys"**
Muthoni Muriu, International Development Practitioner & Futurist

2:15pm - 3:15pm: **White People Understanding Racism, Whiteness, & White Supremacy are Core Components to Leading in Post-Pandemic World**
Deanna Rolffs, Senior Consultant

3:15pm - 3:30pm: **Break**

3:30pm - 4:30pm: **Covid, Tech and an Equitable Future**
Ousman Jobe, U.S. Public Policy Senior Manager at LinkedIn

4:30pm - 5pm: **Wrap Up**
Julian Newman, Founder & CEO, Culture Creative & FutureCast

5:30pm: **Dinner at 123 Tavern**
131 Ionia Ave SW, Grand Rapids, MI 49503

Speakers



Zahabia Ahmed-Usmani works for Kaufman Interfaith Institute as the Youth Program Coordinator. As a transplant to west Michigan, she has spent many years serving on social justice non-profit boards or in a volunteer capacity. Her passion comes from the belief that diversity and inclusion are essential values in an innovative and flourishing community. In addition to work, family and volunteer service, Zahabia is also currently a Masters of Public Administration student at Grand Valley State University.



Seth Godin is the author of 20 books that have been bestsellers around the world and have been translated into more than 35 languages. He's also the founder of the altMBA and The Akimbo Workshops, online seminars that have transformed the work of thousands of people. He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything. You might be familiar with his books Linchpin, Tribes, The Dip, and Purple Cow. His book, This Is Marketing, was an instant bestseller around the world. The newest book, The Practice, came out at the end of 2020 and is already a bestseller. In addition to his writing and speaking, Seth has founded several companies, including Yoyodyne and Squidoo. His blog (which you can find by typing "seth" into Google) is one of the most popular in the world. His podcast is in the top 1% of all podcasts worldwide. In 2018, he was inducted into the Marketing Hall of Fame. More than 20,000 people have taken the powerful Akimbo workshops he founded, including the altMBA and The Marketing Seminar.

Speakers Cont.



Ousman Jobe is a U.S. Public Policy Senior Manager at LinkedIn, the world's largest professional network. He helps develop technology policy strategy across the United States. Ousman engages with Congress, multilaterals and policy-oriented nonprofits on issues ranging from privacy to the future of work. Out of 6,000 colleagues, he was recognized as a 2019 LinkedIn Values Hero for being open, honest and constructive and his impact across the company. Before LinkedIn, Ousman spent 16 years in management consulting, executive search and brand management. He was born in The Gambia, has lived/worked in 15 countries and speaks three languages fluently. He holds a B.A. in Economics from the University of California, Berkeley and an MBA from the Kellogg School of Management at Northwestern University.



Muthoni Muriu is passionate about social justice and has been deeply invested in identifying gendered development solutions for the world's most marginalized citizens. A strategist with expertise in advocacy, gendered public policy, and international development, she previously worked as Oxfam America's Senior Director for International Programs for 14-years where she led the design of innovative, effective programs that reduce poverty and inequality and is keen on the application of systems thinking to harness collaboration across the development sector. She is a Fellow with Interaction and remains deeply engaged with gender rights and the debate on civil society futures.



Deanna Rolffs is a strategist, facilitator, coach, systems thinker, and consultant, supporting leaders in personal, team and organizational transformation. Deanna has a track record of transformational results and has facilitated at dozens of conferences nationally and locally. An avid adult learning specialist, she has engaged hundreds of groups on topics including Leading for Equity, Anti-Racism, White Consciousness, Anti-White Supremacy, Systemic Oppression, Implicit Bias, Strategic and Operational Planning, and more.

Attendees

Josh Aldrich

English Teacher, Catholic Central High School

Randi Allred

Project Coordinator, WrightOne Media Group

Diana Alonso

Human Resources, Humannovations

Bill Boyle

President, Transformative Engagement Solutions

Giftii Girma

Strategic Diversity Specialist, GiftiiGirma.com

Michelle Hazelton

Administrative Coordinator, Culture Creative

Mr. Evan-Tarence Lauchié & Mrs. Alisha Lauchié

Julian S. Newman

Founder & CEO, Culture Creative and FutureCast Visionary

Marla Parker, Ph.D.

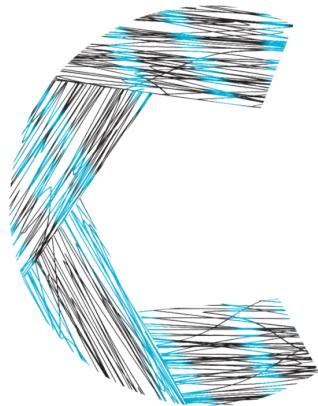
CEO, halōloop

Shomari Tate

Director of Equity and Multiculturalism, Catholic Central High School

Ramona Wright

Founder & CEO, WrightOne Media Group



CULTURE CREATIVE

B E A U T I F U L T O G E T H E R

Culture Creative is a leading, national, and award-winning consulting firm based in Grand Rapids, Michigan, specializing in diversity, equity, inclusion, and belonging (DEIB). Culture Creative was established in 2014 by Julian S. Newman, an inspiring, charismatic leader and subject matter expert who has spoken to more than 100,000 people internationally during the past 20 years. Julian and the Culture Creative team have worked with more than 100 companies nationally, including ad agency Leo Burnett, Gordon Foods, Michigan State, along with various school districts and nonprofits throughout the country. Culture Creative empowers organizations to develop more culturally intelligent leaders, employees, and communities where every person can reach their highest human potential.

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