



Peter Burgess <peterbnyc@gmail.com>

Invitation for Webinar as a Speaker

2 messages

rovaida@mile.org <rovaida@mile.org>
To: peterbnyc@gmail.com

Thu, Mar 26, 2015 at 3:26 AM

Dear Mr. Peter,

I am writing to you on behalf of Madinah Institute For Leadership and Entrepreneurship - MILE (www.mile.org), KSA. MILE was established in 2010 as a non-profit, CSR project of the Savola Group (a \$4 billion conglomerate operating in 16 countries) in collaboration with Knowledge Economic City (a US\$ 9 billion smart city project) and Saudi Arabian General Investment authority, MILE is focused on building leadership and entrepreneurial excellence in the region. We bring together advisors and speakers from some of the top business schools in the world (Harvard, Wharton, London Business School, Berkeley, Thunderbird, IESE, etc); global consulting firms (PricewaterhouseCoopers, Ernst & Young, McKinsey, Bain, Booz&co, A. T. Kearney, etc); prominent regional enterprises of Middle East (Abraaj Capital, Arabsat, Emirates Bank, Savola, IMC, etc) as well as chairmen, CEOs, board members and senior executives from over 40 countries. Through our world-class programs, we are committed to building local intellectual capital and leveraging a business model that ensures sustainability and relevant development opportunities to our present and future business leaders.

MILE conducts regular webinars with distinguished faculty members and management consultants from around the globe, this serves the purpose of marketing our speakers/the organizations they work at and also serves as an initial contact to explore potential possibilities of inviting the speaker at one of our Programs.

I came across your profile on LinkedIn and thought should write to you to learn more about yourself, and how possibly we can build a relationship to synergies our activities. We are continuously looking for subject experts to come to the Kingdom and assist our participants in executive education and business coaching. We have had more than 400 Alumni's in last three years who mostly represent the C-Level community of the region, and have built a subscription list of more than 14,000 subscribers comprised of regional thought leaders and decision makers.

We have also been active in bringing top speakers to run online webinars, and you can see few of the recorded archives available on the following link:

<http://community.mile.org/index.php/mile-webinars>

To begin a relationship, we would be interested in having you as one of the subject experts for our Webinars to conduct a live complimentary webinar on a topic of your choice, and also offer you to write exclusively on our blog, needless to mention the amount of exposure can be leveraged through our readership and viewership in the region for an ultimate beneficial relationship with the thought leaders, so please let us know if you are interested in further discussing the possibility of creating such a synergy.

Look forward to receive a positive response.

Sincerely,

Rovaida Kazmi | Online Community Coordinator

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Peter Burgess <peterbnyc@gmail.com>
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Sat, Mar 28, 2015 at 6:26 PM

Dear Rovaída

Thank you for reaching out to me ... I very much appreciate your invitation to discuss becoming one of the subject experts for your Webinars and blogs.

If you have identified me via LinkedIn, it is likely that you know of my interest in metrics, and my concern that a singular focus on money profit and wealth metrics in our modern society without equally rigorous and efficient metrics for impact on society and the impact on environment is a dangerous situation that should be resolved as matter of some urgency. To this end I want to see conventional money accounting modernized to have these dimensions ... hence TrueValueMetrics and Multi Dimension Impact Accounting (MDIA).

The good news is that a rapidly growing number of CEOs are talking about the need for Corporate Social Responsibility, Sustainability, Reduced Carbon, Responsible Sourcing, looming water shortages, climate change, etc. and there are many initiatives emerging to legislate or encourage reporting about these matters ... but the bad news is that up to now all of this is trivial compared to the ubiquitous power of the existing money profit / capital market financial accounting and reporting ecosystem. I argue that the key to the success of conventional accounting is the essential simplicity of its double entry data architecture which works so well for the profit dimension, and which we should now replicate in an appropriate way into the greater complexity of the Triple Bottom Line (Profit, People, Planet) and also into all the dimensions of our modern and very complex, interconnected socio-enviro-economic system.

Rovaída ... my work on MDIA is a work-in-progress, but the work is getting to the stage where there should be a wider discussion and sharing of the concept. I would welcome the opportunity to discuss some possible collaboration with you.

Respectfully

Peter B

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