

Coronavirus Crisis Message

Sent to guests at February 24 Board hosted dinner at the Ford Foundation

Dear <First name>,

I trust this finds you and yours safe and healthy.

It's hard to believe it's been just over a month since we broke bread together at the Ford Foundation with Darren Walker, Tom Friedman, and a very special group of friends and colleagues. We spoke that evening on how the world has been dramatically reshaped, and we came away with a sense that we are in common cause in how best to meet the profound imperatives of our reshaped world. And yet, none of us could have imagined then the world we live in today, where we can't predict what tomorrow will bring. That said, one thing does feel certain: the urgent need we felt when we were together for moral leadership in all sectors of society has only intensified.

Clearly this is a crisis that we can't possibly yet fully appreciate or understand. It is a global pandemic that is already, even if not yet at its peak, taking a huge toll on people, particularly the most vulnerable and at-risk populations. It is, day by day, changing our way of life and how our communities, societies and organizations function. Our global interdependence – more than ever we rise and fall together – has been revealed, illuminated and amplified. How we behave, operate, govern, relate to people and communities will matter more than ever – and how we lead will matter greatly as people, in times of crises, naturally look to authorities and those in charge for truthful answers, wise guidance, courageous action and inspired hope.

This is also our first social media crisis where fears and panics spread instantly and widely. But so too do the examples of people embodying what is best about us as humans: our capacity to love, to hope, to care, and to act ethically and responsibly. As leaders, we have a unique role to play in helping inform and infuse organizations, and animating their people, with deep human values and principles. This unprecedented health crisis challenges everyone's capacities to be at their best, and to act as we are in this together, especially when we are rightly being required to isolate from others. It won't surprise you to hear me say that I believe that how organizations and their leaders react and respond — right now — will reflect what they value and their values, and reveal the depth of their relationships, connections, and commitments to their communities and people.

Against this backdrop, the work of The HOW Institute for Society continues with greater urgency than ever, albeit with people working from home rather than our offices. The Summit on Moral Leadership we were planning for June 9th has necessarily been postponed to a later date, and we'll be in touch with you with further information. We will look forward to getting together again, at the appropriate and safe time. In the meantime, I look forward to staying in touch virtually.

Let's let compassion move us, and our commitment to doing the right thing guide us. In this regard, on [Twitter](#), we are using #moralleadershipinaction to highlight how individuals and institutions are responding to this crisis in ways that elevate humanity.

Above all, take good care of yourselves and your loved ones. Stay healthy and safe.

All my best, and with gratitude,

A handwritten signature in black ink, appearing to read 'DOV', with a large, sweeping flourish above the letters.

Dov Seidman, Founder and Chairman



**Moral Leadership in a Fused World
Dinner at Ford Foundation
5:30pm-8:00pm, February 24, 2020
Confirmed Guests**

Board Members

Angela Ahrendts DBE

Former SVP Apple Retail & CEO Burberry

Ajay Banga (unable to attend)

President & CEO
Mastercard

Nancy Gibbs

Lombard Director of the Shorenstein
Center
Harvard Kennedy School

Dennis Nally

Former Global Chairman
PwC

Paul Polman (unable to attend)

Co-Founder and Chair
Imagine

Dov Seidman

Founder and Chairman
The HOW Institute for Society

Admiral James Stavridis

Operating Executive
The Carlyle Group

Darren Walker

President
Ford Foundation

Additional Guests

Dan Bartlett

Executive Vice President
Walmart

Stanley Bergman

Chairman of the Board & CEO
Henry Schein

Joshua Bolten

President & CEO
Business Roundtable

Brig. Gen. (ret.) Dana Born

Co-Director, Center for Public Leadership
Harvard Kennedy School

Andrew Bridgman (unable to attend)

Chief Social Strategist
CH Media

Dr. Brenda Cassellius

Superintendent
Boston Public Schools

Harry Clark
Senior Counselor
Brunswick Group

Nik Deogun
CEO of the Americas & U.S. Senior
Partner
Brunswick Group

Michael Fraccaro
Chief People Officer
Mastercard

Thomas L. Friedman
Columnist
The New York Times

Michael Froman
Vice Chairman & President of Strategic
Growth
Mastercard

Michael Hill
President
Chautauqua Institution

Mark Hoplamazian
President & CEO
Hyatt Hotels

Tom Kempner
Founder
Davidson Kempner Capital Management

David Lauren
Chief Innovation Officer & Vice Chairman
Ralph Lauren

Lauren Bush Lauren
Co-Founder & CEO
FEED

Christine Fougeron Louvet
Global Marketing Executive

Patrice Louvet
CEO
Ralph Lauren

Danny Meyer
Restaurateur & CEO
Union Square Hospitality Group

Lloyd B. Minor, MD
Dean of the School of Medicine
Stanford University

Alex Montefalco
Head of Executive Recruitment & Market
Intelligence at North America
LVMH

Wes Moore
CEO
Robin Hood

Alan Murray
President & CEO
Fortune

John Needham
President
Needham Partners

Edward (Ted) Pick
Head of the Institutional Securities Group
Morgan Stanley

Amy Rosen
Managing Director
The HOW Institute for Society

Zainab Salbi
Founder
Women for Women International

Maria Seidman
CEO and Co-Founder
Yapp

Andrew Ross Sorkin
Columnist
New York Times

Megan Starr
Principal, Head of Impact
The Carlyle Group

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