

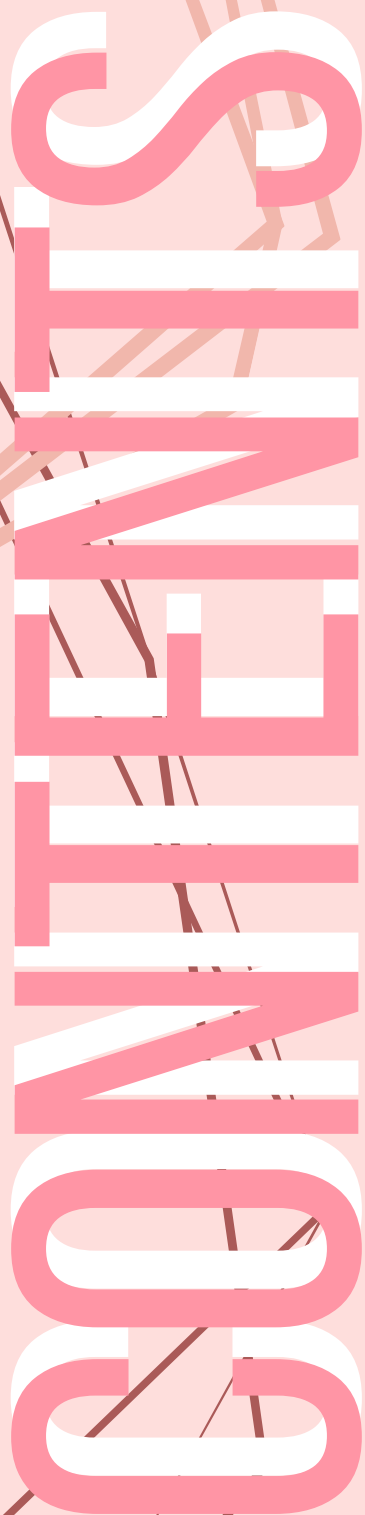
INSIGHT

SIXTH EDITION | (ONLINE) TRINITY TERM 2020

– *inspire* –

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welcome to insight: president's message

MAIA SALMON, OXWIB PRESIDENT,
TRINITY 2020

This term's edition of Insight is themed around the word 'Inspire', a theme I feel is especially important amidst these unsettled and often frightening times. As the COVID-19 pandemic stretches on, I have found myself continually inspired by the actions of others, whether it be friends founding educational charities to help tutor those in need or NHS and healthcare workers around the globe putting their lives at risk on the frontlines. Within this edition, our contributors have found inspiration from a similarly wide range of sources. From the global actions of female leaders steering countries through the pandemic to the daily moments of kindness among strangers, it is heartening to be reminded that inspiration can come from everywhere and anywhere. Our contributors also looked outside the COVID-19 pandemic, covering topics such as the life and achievements of Sylvia Porter, one of the foremost American financial editors and a trailblazer in the male dominated world of business and economics. As well as the authors who make up these pages, our editors worked tirelessly to create the graphics and the finished product - thank you to Issy, Leia, Liza and Cai for doing an incredible job. And finally, to our members, I hope that you are all safe and well and that amidst the uncertainty that this term brings, you too, are able to find sources of inspiration within these pages and beyond.

notes from the editors

isobel chappell, contents editor:

Hello everyone, I hope you are all safe and well. It has been a pleasure editing the submissions for this term's magazine. It has been fantastic to see the ways in which we can find inspiration in these difficult and unprecedented times. Having to remain at home, I am sure many of you will have engaged in self-reflection and thought about the ways in which the world will be altered by this crisis. Inspiring voices are required at this time, as are innovations in the ways we go about our daily lives, many of the articles embrace these important themes. I would like to thank the hard work of the graphics editors Cai and Liza; they have created a beautiful magazine that I hope you all enjoy.

cai tanner, graphics editor:

I have thoroughly enjoyed designing and being a part of the sixth edition of INSIGHT. The theme 'Inspire' feels most relevant during this period of uncertainty, and the generosity, skill and courage of others is more appreciated than ever. I think that now, especially, we need to recognise the importance of shared collaboration on pieces like this in OxWIB and in the wider university. It has been a pleasure to work alongside Isobel and Liza, and I hope that our readers feel as inspired as we have.

liza johnson, graphics editor:

We are currently learning to navigate an unprecedented set of challenges. The pandemic has resulted in loss and uncertainty, forcing us to reevaluate many aspects of our personal and professional lives. In the midst of this crisis, we must remember what matters to us, what motivates us, and what inspires us. Further, we have to find new ways to connect with each other, support each other, and most importantly, keep each other safe. I hope that you enjoy the inspiring contributions that we have put together for you.

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trinity term 2020 (online) events



- 1** – FRIDAY –
Podcast 1: Isabella West
Oxford to Entrepreneur
- 2** – TUESDAY 3pm-4pm –
OxWIB Drop-In: Academia and
Higher Education
– WEDNESDAY –
Mentorship Programme Launch
– FRIDAY –
Podcast 2: Helen Warner, Former
Head of Daytime at ITV
- 3** – TUESDAY 3pm-4pm –
OxWIB Book Club
– FRIDAY –
Podcast 3: Bubune Anthony
OxWIB to Investment Banking
- 4** – TUESDAY 3pm-4pm –
OxWIB Drop-In
– FRIDAY –
Podcast 4: Brita-Fernandez-
Schmidt, Executive Director
Women for Women
- 5** – TUESDAY 3pm-4pm –
OxWIB Book Club
– FRIDAY –
Podcast 5: Nadya Okomoto
Making an impact
- 6** – TUESDAY 3pm-4pm –
OxWIB Drop-In: Meet the
Committee
– FRIDAY –
Podcast 6: Carinne Chambers,
Co-Founder of DivaCup
- 7** – TUESDAY 3pm-4pm –
OxWIB Drop-In: Meet the
Committee
– FRIDAY –
Podcast 7: Lauren Singer
Sustainability in Business
- 8** – FRIDAY –
Podcast 8: Amy Lewin
Oxford Student to
Deputy Editor

CORONAVIRUS

how coronavirus has inspired the world

The Coronavirus pandemic has been destructive, taken lives and disrupted everyday life across the globe. Governments are panicked, entire countries are in lockdown and businesses are struggling to survive. Coronavirus has caused upset, tragedy and difficulty. It has also inspired many that it has affected.

The word inspire originates from the Latin inspiratus - the past participle of "to breathe into" - and from the middle of the 1500s, it has had the meaning of "the drawing of air into the lungs". Despite the symptoms of the virus, the outbreak has drawn the air into the lungs of society who have united to fight it.



Think about the ways in which Coronavirus has inspired you to change the way you think, the way you act towards others and the way you see the world.

Personally, this outbreak has inspired me to understand the workings of a business and the strategies put in place to allow them to cope at a time like this. In addition, it has inspired me to reach out to others and offer my help. I have become involved in many schemes to help pupils whose schooling has been disrupted by the virus whilst also promoting Oxford outreach on social media to make up for the cancelled university access schemes. Without the outbreak I would have lacked the impetus and drive to do these things and, therefore, the inspiration.

Small businesses have been inspired to help local communities in a range of ways. The owners of a Scottish corner shop, Asiyah Javed and her husband Jawad, have been creating coronavirus kits filled with soap, masks and hand gel to give to elderly people in their local area. This story has inspired community spirit in the masses and there are now many corner shops and local businesses doing what they can to help the locals. Coronavirus has inspired corporate giving as businesses are inspired by the sheer need of people and from the inspirational work people are doing. For example, some shops are offering their service for free. The 'Tara Leathers' shops in Dublin have announced that they are offering free shoe repair to all doctors, nurses and hospital staff. Larger companies are also being inspired to help those in need. A big shoutout to Guinness, who are pledging £1 million to bartenders across Britain who have lost their jobs due to the virus, and Brewgoode, who have created the 'One On Us' platform to allow people to donate a four-pack of its beer along with a message of support for anyone working in the NHS during the crisis. It is amazing to see Coronavirus inspiring solidarity and support from businesses of all sizes.

The work of the NHS during the Coronavirus pandemic has also inspired many people to become volunteers. Of note, on 25th March 2020 the NHS published an article stating that 405,724 people signed up to aid people in staying safe at home. Their responsibilities include delivering medicines from pharmacies, driving patients to appointments, bringing them home from hospital or making regular phone calls to check on people isolating at home. These volunteers are helping the 1.5 million people encouraged to stay at home due to underlying health conditions. People are also volunteering on a local scale by running to the shops for an elderly neighbour or looking after children of parents who are key workers or have to isolate from their children because of their jobs. For many people, this will be their first experience of volunteer work and it will hopefully inspire them to volunteer in the future too.



Celebrities are playing a role in inspiring the world to contribute towards the Coronavirus efforts. Jack Monroe, a famous food writer, has surpassed his target of £10,000 from his crowdfunding campaign for The Trussell Trust – a foodbank charity and the footballer, Paul Pogba, offered to double the one-day target of £27,000 to donate to Unicef. Joe Wicks has also pledged to donate all the money from his "PE with Joe" YouTube videos to the heroes working in the NHS. It is so amazing to see celebrities and influencers using their platforms to inspire others in this way.

Coronavirus is also inspiring peace across the world. An example is a gangland truce between two notorious townships around Cape Town in South Africa. The rival gang leaders agreed to stop the constant wars over land and divert their efforts to bringing food to households that are struggling. In addition, following the head of the UN calling for global ceasefires, armed groups around the world are agreeing to these ceasefires to help concentrate efforts to fight coronavirus. Of note, The Syrian Democratic Forces have called for a pause in military action. Could the Coronavirus inspire people to continue in a peaceful way after the impact of the virus has lessened?

The outbreak of Coronavirus has had an effect that was unforeseen and unexpected. It has inspired a global surge in kindness, gestures of compassion and human connection that will help us to pull through this unprecedented time and hopefully, inspire humanity to look toward a future of more understanding and togetherness.

by Mary McBain
Sommerville College

into the unknown

female world leaders in a global pandemic

"Women generally have to be better in order to become leaders; we are held to far higher standards than men"

writes Guardian columnist Arwa Mahdawi. If there was ever a time to test this statement, the global outbreak of coronavirus would surely be it. True to Mahdawi's words, our female world leaders abound strength, sense, and humanity.

These women are decisive, authoritative, and unafraid to face up to the reality of the coronavirus crisis, comments which simply cannot be made about many of their male counterparts. Denmark's Mette Frederiksen, ahead of her European neighbours, closed her country's borders on 13 March. This decisive move was followed by the swift closure of nurseries, schools and universities just a few days later, in addition to banning gatherings of more than 10 people. Similarly, Ardern's 'go hard and go early' elimination policy has resulted in just a handful of deaths. In Taiwan, Tsai's government took an extremely proactive approach, screening visitors from Wuhan from as early on as December. Tsai Ing-Wen, the first female president of Taiwan, has tackled the pandemic swiftly. She has experienced great success in doing so, despite the proximity to mainland China. The number of confirmed cases is very small.

Crucially, these women have been successful in eliminating one of the greatest enemies to public morale; the fear of the unknown. Ardern is exceptionally straight-forward when she speaks to her citizens. She is direct. On March 21, she held a televised address from the prime minister's office. New Zealand last saw this political move in 1982. When announcing lockdown, Ardern gave a clear-

cut explanation of why they were going to lockdown and why this measure would require the cooperation of the nation to be successful.

This decisiveness has been met with an equal proportion of humanity and humour. Jacinda Ardern's iconic announcement that both the Tooth Fairy and the Easter Bunny are essential workers has brought smiles to those far beyond the shores of New Zealand. In Denmark, Frederiksen joined in the nation's weekly TV lockdown singalong, posting a video of herself singing whilst doing the dishes on Facebook. The willingness to engage and empathise with those at home sets these women apart from out of touch leaders such as Brazil's Jair Bolsonaro. Bolsonaro's announcement that 'it's raining. We're going to get wet. And some are going to drown in the rain,' could not be further from the firm yet empathetic manner Ardern takes. Moreover, these women have gone beyond simply serving their own country. In an act of incredible generosity and global spirit, Tsai's government have donated 10 million masks to the US and 11 European countries.

What has emerged clearly from this crisis is that young women around the world have intelligent, decisive and empathetic political role models. Maya Angelou is attributed with saying that 'I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.' In a world where Bolsonaro talks callously of deaths, perpetuating fear and hopelessness, young women everywhere will remember the steely determination of Frederiksen, the generosity of Tsai, and the smiling humanity of Jacinda Ardern.

by Cassandra Somers-Joce
Magdalen College

the innovations shaping a post-pandemic NHS

Whilst COVID-19 has undoubtedly caused disruption, there is also an acceleration of innovation occurring. There is innovation to fight the pandemic on the front line, innovation for life in quarantine as well as innovation which will outlast the pandemic and become part of the new normal. Past pandemics have already demonstrated this pattern. After the Great Plague in the 14th century, where people were working harder and for higher pay, one of the first things that came into existence were clocks and hourglasses to keep track of the time people worked. The plague also led citizens to realise that the medical system they had previously relied on, one rooted in religion, did not work to keep them alive, and so inspired the birth of modern medicine, grounded in science and experimentation as well as hospitals.

Today, the NHS is rapidly embracing innovation whilst under intense stress. Before coronavirus, the NHS was already under pressure partly due to rising patient numbers and technology not keeping up. However, Martin Marshall, chairman of the Royal College of General Practitioners (RCGP) stated that it has taken 'two and a bit weeks to achieve more than we have achieved in 20 years' in adopting new technology. This progress, ranging from video consultations to at home blood test kits, could benefit both the NHS and patients in terms of care and efficiency.

DOCTORLINK: VIDEO CONSULTATIONS - A TIMESAVER FOR ALL

The NHS Long Term (10-year) Plan was published in 2019 and set out a vision for a system in which patients are routinely offered the choice of virtual GP and hospital outpatient appointments.

Nadine Dorries, minister for patient safety, suicide prevention and mental health explained, 'In light of the Covid-19 outbreak, NHS England and NHS Improvement are accelerating this work, rapidly scaling up video consultation capability within National Health Service trusts and foundation trusts to reduce the need for physical attendances'. At the end of March, a coordinated tender process was fast-tracked and selected 11 providers of video consultation and online triage systems to meet the increased demand.

Doctorlink is the leading provider for a symptom assessment platform (app) of these 11 and is now readily available to 11 million NHS patients across the UK covering 1,350 GP practices. Patients can book a video GP appointment, be assessed for, and request their repeat prescriptions without having to wait in a phone queue or in-person contact. In response to coronavirus, patients who would normally be recommended a face-to-face appointment for their symptoms, are now diverted to request a telephone or video appointment.

The system brings benefits to doctors by saving 15,000 annual clinical hours per general practice each year, while diverting up to 22% of cases to more appropriate forms of care - such as safe self-care at home. On average, practices using Doctorlink have seen a 35% reduction in the need for same-day appointments. Developed over 18 years by a team of expert clinicians and technology experts, Doctorlink's Symptom Assessment is registered with the MHRA as a Medical Device and has recently been selected for the GP I.T Futures Framework as well as being recently shortlisted to the Financial Times' Sifted 'Top UK start-ups to Follow in 2020' list. Since the launch of Doctorlink to NHS patients, the chair of the RCGP, has said that as many as half of GP consultations may be carried out remotely after the COVID-19 pandemic has passed.

MEDICSPOT: PLAYING DOCTOR IN A POD

Medicspot enables contact-free examination by GPs from pods, each of which allow a doctor to remotely examine a patient with a stethoscope, thermometer, blood pressure monitor, pulse oximeter and a medicam (for ENT or skin examinations). Compared to a video only consultation platform, Medicspot doctors can manage 75% more conditions with only 6% of patients needing to visit urgent care services after remote examination and video consultation by a GP. Having the tools for taking vitals in addition to video consultation gives doctors the confidence to maintain their normal standards of care while minimising cross-infection. Whilst Medicspot was previously a private GP appointment service only, Medicspot pods are currently being used in NHS GP surgeries, care homes and COVID-19 testing hubs to protect key workers and the most vulnerable from infection and could be here to stay given all their benefits.

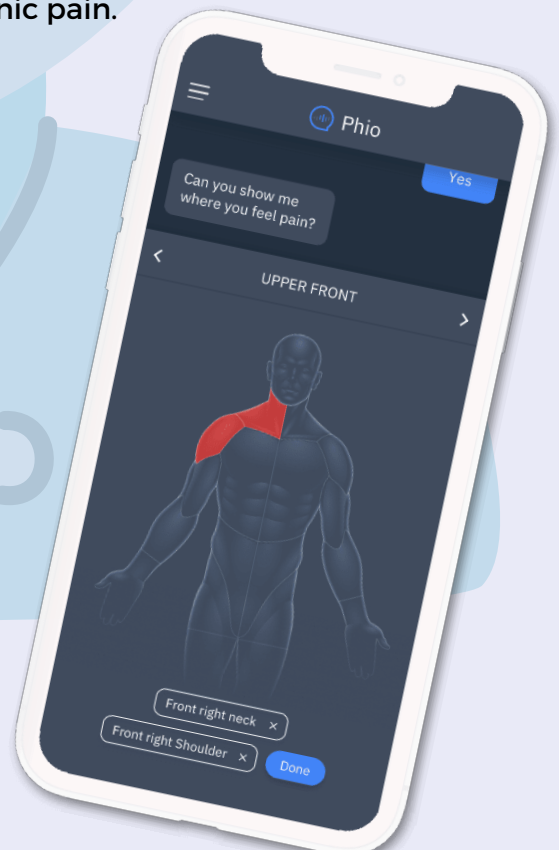


PHIO: AI- THE NEW FAST PASS THROUGH THE DIAGNOSIS BOTTLENECK

Diagnosis of patient conditions can also become more specialised through products such as Phio which digitises physiotherapy, providing a musculoskeletal AI-triage tool, accessible 24/7 and in any language. This tool will be particularly useful for the NHS as musculoskeletal conditions affect 1 in 4 people, making it the 3rd highest area of spend in the NHS. Given that 30% of GP appointments relate to musculoskeletal pain,

the total time spent reviewing these conditions in primary care equates to around 19 million hours per year. A quality, innovation, productivity and prevention (QIPP) evaluation of patient self-referral for musculoskeletal physiotherapy showed that the introduction of patient self-referral provides savings of £25,207 per 100,000 of the population.

Compared with other tools on the market, which may only contain up to 10 questions Phio has the intelligence to adapt to more than 3000 scenarios. Recently, Connect Health, the UK's largest independent provider of integrated community musculoskeletal services have teamed up with EQL (owns Phio) which is already part of the NHS Digital Health London accelerator programme to enhance Phio to PhysioNow which facilitates bespoke care pathway identification for Connect Health's physiotherapy patients. PhysioNow can therefore provide improved capacity in physiotherapy departments and for GPs and a reduction in orthopaedic intervention and unnecessary diagnostics as well as symptom improvement in chronic musculoskeletal conditions and disorders associated with chronic pain.



MONITOR MY HEALTH: PREVENTION - THE NEW TREATMENT

Monitor My Health is a commercial venture that is newly being paid for by the NHS that allows patients to take blood at their convenience, send it to a lab for testing, then keep track of their health via an online profile. Patients visit the Monitor My Health website, and choose one of 6 tests- diabetes, cholesterol, thyroid function, vitamin D, heart health or a full screening-at prices ranges from £24-47, with all profits going back to the NHS. Patients can take their own blood via a pin prick test, at a time convenient to them, then post it back to Exeter Clinical Laboratory with a prepaid package. Test results are returned to patients within 48 hours via their personal dashboard on the Monitor My Health website. Advice is then offered to patients based on their results, ranging from no action needed, to lifestyle suggestions to deficiencies to suggestions for deficiencies, to suggestions to see a GP.

The idea is for an individual to repeat tests regularly, then compare their results over time on their online health dashboard, so Monitor My Health aims to help early detection of health conditions and focus on prevention rather than treatment of diseases, which fits in with the NHS' Long Term Plan. Additionally, the graphic design of the physical product and digital version aim to be universal like the NHS rather than targeted at a particular age demographic. Whilst the biggest criticism of the term 'home testing' is that a person could misinterpret their results, causing either unnecessary worry or lack of action, the only thing that happens at home with Monitor My Health is the blood taking.

Whilst these tools are supporting and already under-pressure NHS to continue managing consultations, diagnosis and treatments during COVID-19, the challenges the NHS will face in a post-pandemic UK will be different but

nonetheless difficult. Given the long waiting times and delays of non-essential and non-COVID-19 related treatments, the demand on the NHS will all come to light, and so these tools will be even more essential. These innovations and many more currently being created, such as centralised hubs coordinating cancer care, will outlast this period of crisis and help to accelerate the progress of the NHS towards the efficiency goals of its long-term plan in terms of both costs and time of medical practitioners and patients, enabling them to access appropriate care faster.



by Aditi Shringarpure
Exeter College

everyone's place is in the home:

a perspective on the evolution of office spaces



Looking at the modern trajectory of the office space, it is possible to say that COVID-19 and its subsequent recession will bring forth the next generation of working spaces. As young students going into the job market, this is the space that will define our routines, our work, and our careers.

Before the pandemic, the internet has already allowed us to become more independent in our work patterns, and in our working spaces. In fact, according to the Office for National Statistics, self-employment in the UK has risen from 3.3 million in 2001 to 4.8 million in 2017

- a trend that is estimated to rise exponentially over the next few years. However, with this increase in self-employment, familiar patterns are emerging: even in self-employment women are earning less than their male counterparts. Another observation is that with working outside the home comes an independent work space that invites co-working. However, the open-office co-working space and the "hot-desk" trends come at a price, one that is also heavier on women. Although originally designed for collaboration, research found that face-to-face interactions decrease by 73% in open-spaces. Research also shows that women, comparatively, tend to feel more over-exposed in these spaces, and hyper-aware of negative observations resulting in increasing pressures. Thus, women are disadvantaged from this modern office dynamics both in terms of performance and returns. Furthermore, these spaces also act as social hubs, raising expectations of time spent at the office.





That is what we should think about as we move towards the hopefully not too-far off end of this epidemic. We need to be aware of the new dynamics that are being created, and mindful of whether the home should become the office and the office the home, and if so, how? As the next generation of workers, it is our job to not just to do our job, but also to shape, design and implement spaces where everyone can thrive – on equal terms.

The lockdown has provided an opportunity and a challenge for many, but for women especially it has proved to be far from the perfect compromise. Although at home there is an increased sense of flexibility, the truth is that women are often still disproportionately paying the price of working from home. There have been numerous conversations on whether the home office is indeed the solution to workers' demands on flexible hours and spaces, as well as companies' redundant spending on rent. Conference platforms have become the new space, and people are constantly on calls making it hard to find the time to work. Not to mention that calls online might bring a whole new aspect of unequal gender-dynamics: it seems that on Zoom it is even easier for women to be interrupted. A solution would be for managers to make sure everyone on the call – men and women – feel comfortable calling out someone whom inadvertently interrupted.

by Shirly Piperno
Wolfson College



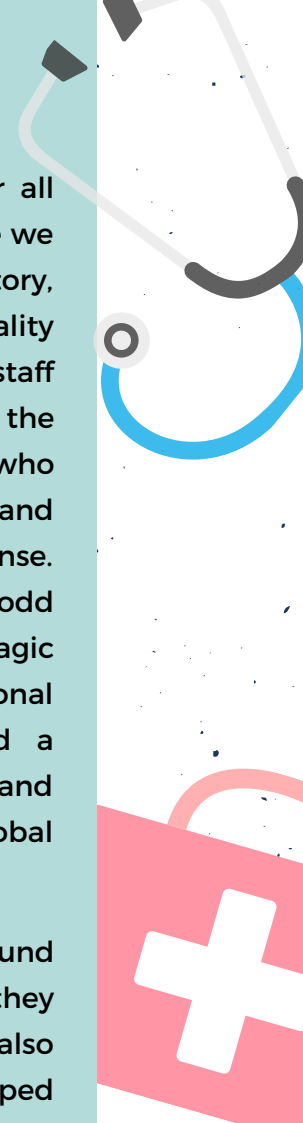

inspire

I had heard plenty of things about her before we met. Those who knew her best spoke with fear and urged us not to let her devastate us in the same way. Yet she seemed so distant and the stories of her destruction seemed so harrowingly barbaric that it was incomprehensible to us that she could provoke that here.

So, we let her in. She arrived at terminal 2 or maybe it was terminal 3, or 4... we lost track quickly because nobody saw her destruction coming. We had been forewarned she would pry on the weak and vulnerable which cajoled far too many to roll the dice and risk meeting her. This grotesque arrogance would cost us.

She was more ruthlessly indiscriminate than we ever imagined and terror began to spread at the unknowing of which door she would come knocking on next. Anyone could be a victim and the mounting death toll was a bitter reminder that you or your loved one could be next. As she raged through our homes and neighbourhoods, our healthcare staff were the only troops that we could deploy. With limited training and an even more limited supply of face masks and hand sanitiser, they fought on but the battles were long, terrifying and inhumane. By the time it was over, it was clear we could not return to our old ways. No more caps on nurses' wages, no more relentlessly long doctors' shifts and no more funding cuts which damage the mental health of healthcare staff and prevent them from doing their jobs properly. After their costly victory, for the first time in generations, the government really listened to their needs. It was evident that the Pay and Conditions of Health and Social Care Staff Act in 2021 was just the prelude for the torrent of legislation that was to come in recognition of their sacrifices.


Our hospitals were not the only battlefields; she opened fire on our supermarkets too. These battles took lives in the same brutal, chaotic manner and a mitigation strategy comprised of tape and a one-in-one-out system was the only viable approach. Her battlefield tactics not only took lives but aimed to force us to turn on each other in a competition for the last two tins of baked beans and in the early stages it appeared to be working. But as her tyrannical rule dragged on, there was a shift from this selfish mindset to one of community as the food banks were replenished and the donation centres for the vulnerable became overstocked. We began to appreciate the checkout staff like never before; the abuse about the cap on the number of bags of pasta became abuse towards those who undervalued these key workers and the petition for a real living wage for all broke the national record for the number of signatures.



Once her battle cries were silenced and her prisoners of war all discharged from hospital, there was no fairy-tale moment where we all ran out of our houses and embraced each other. Since the victory, the spring of 2021 has often been romanticised. However, the reality was much more painful: the economy had crashed, the NHS staff were exhausted, the unemployment figures were soaring and the country was grieving the devastating loss of every individual who had died. There was anger at the decisions of the government and the failure to produce a quicker and more proactive response. Initially, the anger fuelled Facebook posts, tweets and the odd petition. But it also ignited a determination to not allow these tragic deaths to be in vain. So, with huge public support, the International Assembly for Public Health was established. This sparked a renaissance of cooperation that led to committees, funds and assemblies targeting climate change, the refugee crisis, global economic inequality and human rights abuses.

The international efforts were simply an aggregation of the profound shifts on an individual level. People realised that not only did they not need 74 toilet rolls and 56 packs of pasta to survive but they also did not need an individualistic, consumerist lifestyle. So, we stopped buying unethically cheap clothes because we no longer desired excess; we stopped working 60-hour weeks as we began to spend more time in our communities and with our families; and we stopped scapegoating migrants because the equality of suffering had humbled a generation.

There had been an unprecedented international effort to defeat this devastating monster and the final battle in a makeshift hospital on the outskirts of Gbarnga in Liberia was a day for the history books. But it is only now, as we sit in our armchairs and listen to the younger generations of academics debate our actions, that a new narrative can be created by those more distanced from the pain of the mass suffering. They say now with the retrospective view we lacked that she was not the battle cry of a monster but the desperate wails of a dying Mother Earth which roused and inspired a generation.



by Anna Barber
St Hilda's College

THE FUTURE WOMAN ROLE

inspirational women

There are many things that we like to think make us unique. Our physical features, our career paths, our morals. Maybe what makes us unique is our voice, or the specific way we walk that mean anyone can recognise us coming up the stairs by the sound of our footsteps. If I were to pinpoint exactly what it was about me that made me unique, however, I think I'd struggle. You see, I'm simply a reflection of those others who every day mould me and prod me and shape me into 'me'. I am a mere collection of the parts of others who inspire me.

Inspiration is all around us. Who or what inspired Leonardo Da Vinci to paint the Mona Lisa? Who was Steve Jobs' inspiration growing up that predisposed him to be a visionary? In times like the ones we find ourselves in, we could all do with some positivity and some inspiration. Here are a couple of the women who have inspired me in this long journey we call life and some of the lessons we can draw from them:

PINKY LILANI CBE DL

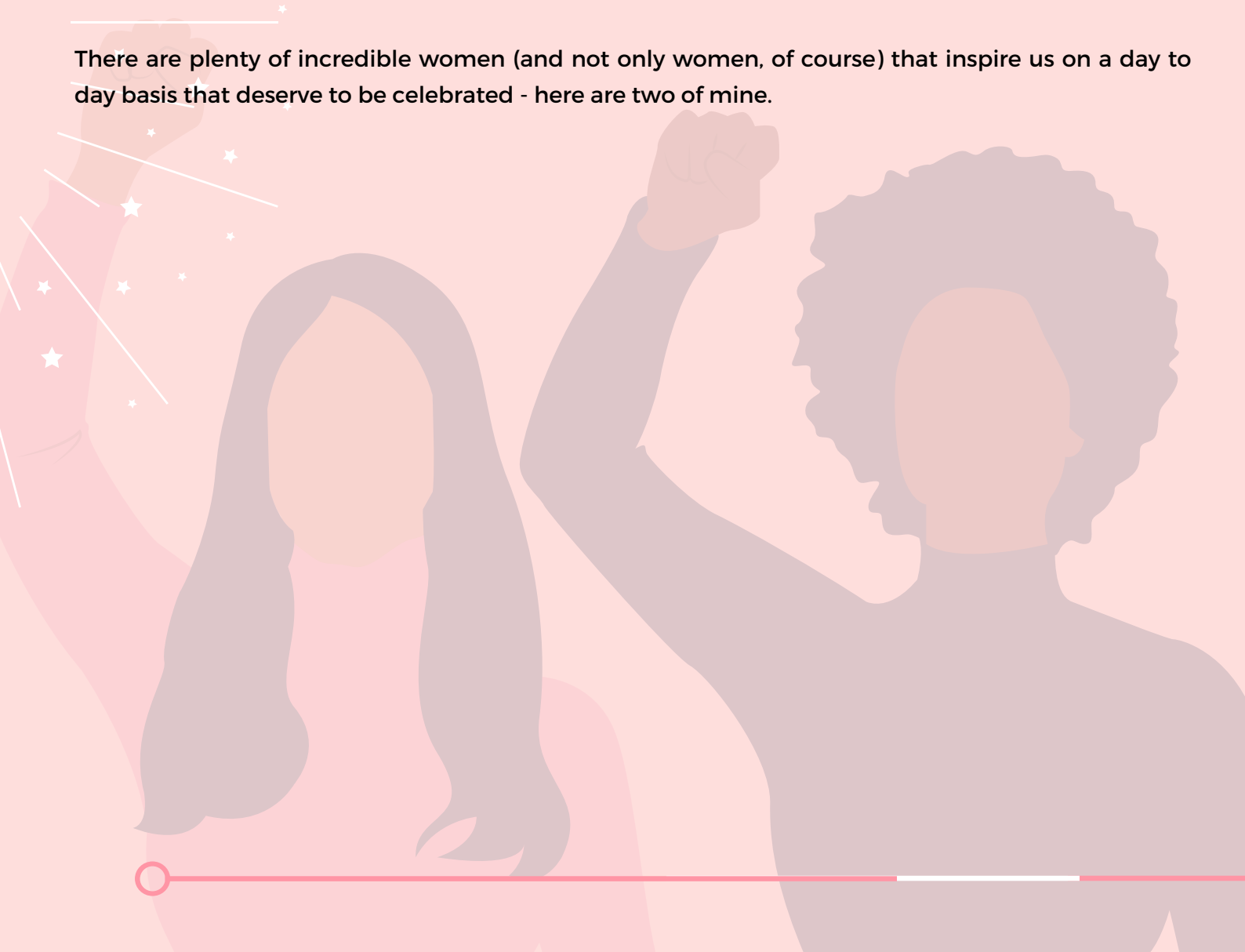
Pinky Lilani CBE DL is not only a chef and an author and a philanthropist, she is also a friend to everyone she meets. She is the founder of several award programs that support and recognise women as leaders, and people who embody the most important word to Pinky - kindness. Having grown up in India, Pinky moved to the UK where she began her cooking adventure with her book 'Spice Magic'. Today, I think what Pinky does is exactly that: magic. I had the pleasure of meeting her through her Women of the Future Awards. The moment I met her, she already knew my name and my interests and made an effort to connect me to people she thought would be valuable. I remember someone speaking at the event about how once you met Pinky you'd be prepared to do anything for her. I realise now that's completely true. What inspires me most about Pinky is that everyone she meets is important to her. She makes an effort to truly connect, and to always show kindness. I could, again, speak endless words about one of the most influential people in my life, but if there's one lesson I've learnt from Pinky it's this: your actions always speak louder than words. Pinky is inspirational in many ways, but most purely because she shows nothing but kindness to everyone she meets and encourages them too to pay that kindness forward. We could all do with paying some kindness forward in a time like this.

ANNE-MARIE IMAFIDON MBE

by Joana Baptista
St Hilda's College

Anne-Marie Imafidon MBE is a child prodigy morphed into founder of the STEMettes - an organisation working to get more girls excited about STEM subjects. One of my first memories of Anne-Marie is how kind and bubbly she was and that there was always the promise of 'food and fun' at every event. Even though completing A levels at the age of 11 and graduating from the University of Oxford at a younger age than most began their university journey would seem like enough of an achievement for most, Anne-Marie's dedication to making the world a better place for more people just like her is a philosophy that has stuck with me ever since. Any time after the age of 14 if someone has asked me who my role models are, Anne-Marie has been top of my list. She inspires me because she carries her authentic self in everything she does. She's not afraid to be smart or to be bold or to be unapologetically herself. She's giving, and she's caring. If you're with her, it's really hard not to suddenly develop the energy for an impromptu dance party or to change the world. And though I could carry on list I great qualities - the point is this: we may all be small individual people, but we all have the capacity to be an inspiration through the way we choose to live our lives. Do good and be authentic. There is nothing more inspirational than that.

There are plenty of incredible women (and not only women, of course) that inspire us on a day to day basis that deserve to be celebrated - here are two of mine.



'princess charming of wall street':

Sylvia Porter's forgotten legacy and persistent gender inequality in financial governance

A holder of fourteen honorary doctoral degrees and a syndicated columnist with a readership of over 40 million people, Sylvia F. Porter once was America's most famous financial editor. She was the first woman in the history of U.S. journalism to challenge the male-dominated world of business and economics writing. Porter's works on personal money management, income taxes, and United States government securities span across more than four decades – from the turbulent 1930s, through the booming 1950s, to the crisis-stricken early 1980s.

Sylvia Porter's career is a telling example of the significance women leadership can carry in a male-dominated professional world in times of turmoil and uncertainty like ours. Although her leadership was mostly ideational by the virtue of her occupation as a journalist, Porter left a long-lasting mark on numerous aspects of America's financial life. In 1935, shortly after graduating Hunter College, New York, magna cum laude with a degree in economics, Porter wrote an article for *The American Banker* that vocally criticized then-Secretary of the Treasury Henry Morgenthau Jr.'s handling of government debt. The article carried the by-line of S.F. Porter to conceal her gender. When Secretary Morgenthau sent a request to meet with the author of the piece, presuming in his letter that S. F. Porter was a man, *The American Banker* responded with a vague note, from which all pronouns were conspicuously missing. Nevertheless, the Secretary persisted and eventually succeeded in his attempts to meet Porter. Sylvia Porter arrived in Washington, D.C. in 1940 to advise senior policymakers on the issuance of a new class of government bonds. Porter was only twenty-two when she wrote the milestone article that

column a must-read for every secretary of treasury since Morgenthau. Despite her tremendous professional achievements and undeniable expertise, it was not until 1942– eight years after the beginning of her career as a financial editor – that S.F. Porter revealed her full name and gender to the readers.

Nicknamed by the press the

'glamour girl of finance' and

'Princess Charming of Wall Street'

once her identity became public, Porter wrote about complex business and economics issues with authority assumed only by men at the time. Not only did she tremendously influence the way ordinary Americans handled their money but also worked to shape U.S. fiscal and monetary policy. Throughout the 1960s, she advised presidents Gerald R. Ford and Lyndon B. Johnson on the anti-inflation fight and export financing. In 1966 Porter recommended President Johnson the appointment of Andrew Brimmer, the first African American to serve on the Federal Reserve Board. She was regularly invited to speak on the radio and television and gave hundreds of speeches to the audiences of financiers and policymakers.

Porter passed away in 1991, leaving as legacy of a score of books on money management and investment and a daily financial column circulated by 450 newspapers, read virtually by every economist in the nation. Her hope throughout her half-a-century-long professional journey was that women take charge of their personal finances. Today, nearly ninety years after Porter's transformative career began to shape the landscape of the financial world controlled by men, at stake is something even more important: women's access to spaces where critical decisions about the functioning of the financial system are made.

Financial regulation is not something we think of when gender equality is brought up. But it is exactly because the topic has not been given the attention it deserves in the echelons of powerful financial authorities. When the conversation on gender in global and national financial governance is initiated, it tends to be confined to the feminine-stereotyped and masculine-stereotyped features of women's and men's leadership styles. Such traits as lower risk tolerance, weaker propensity for competitive behaviour, and natural 'protectiveness' are typically attributed to women and deemed desirable for individuals overseeing the functioning of financial institutions and markets, due to unsustainable leverage appetites and irresponsible risk management policies financial actors are susceptible to. In May 2010, almost two years after Lehman Brothers filed for what was the biggest bankruptcy in U.S. history, Time featured Elizabeth Warren, Sheila Blair, and Mary Schapiro on its cover, with a subheading that read: 'The women charged with cleaning up the mess.' Time was among the dozens of prominent publications advancing the narrative that female leadership in financial governance is the key to 'cleaning up the mess' in the short run and economic stability and sustainable growth in the long run. The world needed less of self-interested, risk-taking male financiers and regulators and more of cooperative, caring female leaders.

Those narratives of expanding women's involvement in supervision and oversight for the sake of safer financial practices – aside from being products of binary thinking grounded in poorly supported behavioural psychology research and gender essentialism – never materialized. National and international regulatory institutions have indeed gained salience since the 2007 crisis exposed hidden fragilities of the modern financial system. Establishments like the European Banking Authority, the Bank for International Settlements, the Basel Committee on Banking Supervision, and the International Monetary Fund are now looked upon as upholders of global financial

stability. While those organizations are gaining a considerably more prominent role in the operations of the global financial system, women are not.

From 2007 to 2019, only five of the twenty-eight member-states of European Monetary Union – Cyprus, Serbia, Macedonia, Norway, and Ireland – had a woman central bank governor. Despite the fact that global financial governance institutions did witness some improvement in its gender composition, women still comprise only 21 percent of all key decision-making bodies in national central banks across Europe, and an overwhelming 76 percent of leaders in supervision agencies globally are men. Twenty-two of the twenty-four members of the IMF's executive board are men, and the Basel Committee, established in 1974, is yet to have a woman chair.

The current state of gender equality in financial governance is therefore not much different from that of the business and economics world at the time Sylvia Porter was carving out her extraordinary professional path as one of America's most celebrated financial experts. While women now have more liberties as consumers and providers of financial services, an astoundingly high proportion of seats at the tables where critical decisions about the global financial system are made still belongs to men. In her famously controversial 1959 speech to women journalism students, Porter expressed frustration with media hysteria surrounding the growing number of women joining the labour force, and the financial industry in particular, in which, as Porter noted, American women had been active since the 19th century. Exasperated, Porter proclaimed finance to be a "woman's field," hoping to once and forever put an end to the debate over whether women belong on Wall Street as authoritative decision-makers shaping the financial world. Regrettably, more than five decades later, the case is still being pondered.

3 CAREERS

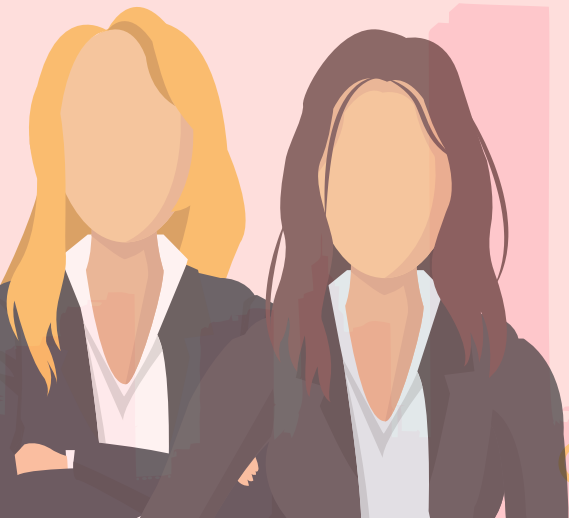
three traits you need to excel in strategy consulting

When you think of inspirational women, you may think of sportspeople like Serena Williams. You may think of musicians like Beyoncé, or actors like Emma Watson. But I would be surprised if the first thing you think of are strategy consultants.

Yet strategy consulting attracts thousands of applicants every year. “City jobs” like consulting and finance are amongst the most sought after graduate jobs. What is it about consulting that makes it so competitive? And what qualities do you need to succeed in a job in the City? Having worked as a consultant for a year and a half and seen “things from the other side”, I believe that it boils down to three traits.

A CONSTANT HUNGER TO LEARN

The nature of strategy consulting is such that you are working on new projects in new industries every couple of months. In April you may be working on a diversification strategy for a TV broadcaster, and the very next month you could be undergoing an expansion strategy for a supermarket chain. In addition to having to learn about different industries, you also have to use totally different skills on each project. One day you may be assessing the competitive landscape through an extensive interview program, and the next you could be forecasting the 5-year market trajectory through detailed Excel modelling. If you don’t have the appetite to continuously learn in a fast-paced environment, then consulting probably isn’t for you.



BALANCING CREATIVITY WITH STRUCTURE

You need to be able to think creatively, while simultaneously maintaining logical structure to your ideas. What I love about consulting is that someone who has just graduated from university, and a partner with 20+ years of consulting experience, are all part of the same team. Your insights are as important as the partners' – and in some cases, even more so because you are the one analyzing the data and speaking to the customers. However, in order for your ideas to be valuable, there needs to be an element of creativity layered into them. Telling me that a travel agent's customers value customer service more than the price of its holidays is interesting, but telling me this is especially true for customers who are over 65 is more interesting. At the same time, though, your ideas require structure. For your data-driven story to be convincing for the client, it must follow a logical narrative. So you have to be creative to come up with the insights, but then be structured to communicate them.

BEING NICE!

The third, and easily overlooked, trait you need is to be a nice person! You spend a lot of time around your colleagues in any job, but even more so in consulting. If you find it difficult to get on with your project teams, you will find it much harder to enjoy your job. Be humble, engaged and friendly. Be curious, inquisitive and eager. And just like you practice case studies before interviews, you can practice being a "nice person". Ask that extra question in your tutorials. Help your friend find the book they need to finish their essay. These little things help to ingrain habits, and ultimately will make you a better consultant.

Once you develop the qualities to succeed in consulting, the other piece of the puzzle is knowing whether you would enjoy the job. I have recently started a podcast called Secrets of the City, which speaks to consultants from McKinsey, BCG, OC&C and more to help you answer just that. We discuss everything from what our jobs entail, to why we decided to go into consulting. I also speak to people in the finance industry from companies like JP Morgan and Goldman Sachs. If any of the above interests you, then please subscribe to the podcast and get in touch if you have any questions!

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