

Issue 002

December 2024

world of **LEADER**

ROOM PSYCHOLOGY
SHAPE YOUR MINDSET

A CRITICAL ROLE OF
COMMUNICATION

DIVE INTO LUXURY
EDEN ROC HOTEL

CYBERSECURITY
HACKERS MINDSET INTERVIEW

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WORKATION

HOW TO
PREVENT A
WORST CASE
DAY IN
BUSINESS

HOLOCAUST SURVIVOR
MEET BEN LESSER

FROM THE EDITOR



Dear Readers,

Welcome to the second issue of World of Leader! We're thrilled to share that our journey is gaining momentum, and we're more excited than ever about what lies ahead.

Remember when we launched our first issue? Many of you wrote to us, sharing how our stories inspired you, challenged your thinking, and sparked new conversations about personal and professional growth. Those messages meant everything to us. Whether you're a seasoned entrepreneur, a rising talent, a self-employed professional, or someone with big dreams and high potential, we're here for you.

We've got some big news that we can't wait to share. After the incredible success of our debut edition, we've brought another investor on board. This isn't just about money—it's about finding partners who believe in our mission to support and elevate individuals at every stage of their professional journey. This new partnership means we can create even more powerful content, reach more people, and dive deeper into the stories and strategies that truly matter.

But we're not stopping at the magazine. Behind the scenes, we're developing a whole range of new projects designed to connect, inspire, and empower professionals like you. Our goal is to create a living, breathing platform where ambitious individuals can learn, grow, and support each other.

Professional growth can be challenging. It can be lonely. But it doesn't have to be. We believe that by sharing our experiences, learning from each other, and staying curious, we can all unlock our potential and create meaningful careers.

Thank you for being part of this journey. Your support, your stories, and your passion are what make World of Leader more than just a magazine. Together, we're not just reading about success—we're actively shaping the future of how we work, innovate, and make an impact.

Stay curious. Stay bold. Stay connected.

Warm regards,

Claudia

EDITOR & FOUNDER

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"The strongest tool you have is your mindset—nurture it, and it will unlock doors you never knew existed."

world of Leader



Interview with Ben Lesser

Founder of ZACHOR



Ben Lesser / Bethany Paige

Ben Lesser, the founder of ZACHOR, has devoted his life to preserving the memory of the Holocaust. Traveling across the country, his mission is clear: to share his story. He has addressed audiences of all ages—from schoolchildren to college students and professionals—speaking in schools, synagogues, churches, and beyond. Through his powerful words, he educates listeners about the horrors of the past, fostering a message of tolerance for the future. However, time is running out. Holocaust survivors like Ben are approaching the final chapter of their lives, making his mission more urgent than ever.

You've faced unimaginable hardships during the Holocaust. How did those experiences shape your approach to challenges in your business and personal life?" Many leaders struggle with imposter syndrome. As a Holocaust survivor who built a successful life in America, how did you cultivate self-belief and confidence?

Well, I didn't have much confidence coming to America. I was just a young man who lost his family and friends in the war. I barely spoke English, and all I knew was my sister Lola and husband Michel's family who traveled to New York before me. I was excited to be with them, but I didn't know who I was or who I would become. That didn't come till much later. What I did know and what I have learned is that when I had to make a difficult choice, I tried to determine what the right thing to do was and then do it. Do everything the right way without short cuts. There is a reason; a feeling that even when I arrived at Auschwitz and was faced with Dr. Mengele (known as Angel of Death) – whom I didn't know who he was at the time – determined everyone's fate by a flick of the finger, right, left, right, left. My gut knew even at fifteen not to take the easy route. I don't know how, if you want to call this confidence or bold or luck, I stretched myself out, spoke in a deep voice pretending I was eighteen, told them my age, and that I was healthy and ready to work. My uncle and cousin followed suit, and we were all directed to the left. I guess that set the tone of how I chose to live my life. No easy way out. No shortcuts.

Your ZACHOR Holocaust Remembrance Foundation aims to ensure the lessons of the Holocaust are never forgotten. What leadership principles do you think are crucial for today's business leaders to learn from this history? You've mentioned that hope was all you had during your darkest times. How can leaders foster hope within their organizations during periods of crisis or uncertainty?

I started The ZACHOR Holocaust Remembrance Foundation so not only can we ensure the memory of our lost ones is preserved, but also to advocate change by teaching tolerance. We must learn from history. If we don't, history will be repeated. Holocaust education helps defeat racism, discrimination and bullying. I have learned and seen over the years the impact of telling my story as an eyewitness has on our youth. Sadly, there are not many survivors left to tell their story. That is why it is imperative that the information students or adults learn is factual. The Holocaust experience, my experience, reminds others that there can be triumph after tragedy. It shows us how we can honor our shared humanity, instead of focusing on our differences. How choices that we make can determine one's future. Very similar to the overcoming adversity question, what I can tell you, and I tell everyone who will listen, is: be the best you can be in anything you do. Yes, I hoped. I prayed minute to minute to stay alive. What I can tell entrepreneurs which helped me is: "It is possible to let tragedy or trauma become a reason to stop living. However, it's also possible to live through extreme circumstances and to commit to a life that has meaning. A life that matters."

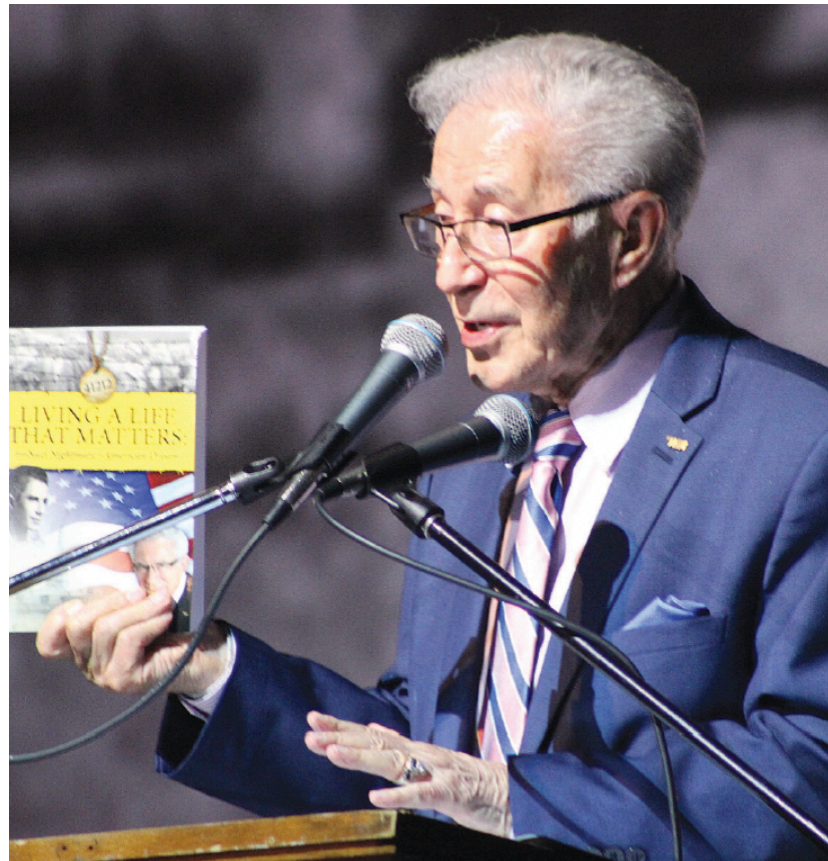
In your book 'Living A Life That Matters', you emphasize focusing on the positive. How can leaders maintain a positive mindset while still acknowledging and addressing serious issues? You've said you've never worked harder than you have since starting your foundation. What drives you to keep pushing forward at this stage of your life, and how can other leaders find similar motivation?

Think positive. Be positive. Do positive.

I couldn't be who I am today without my lovely wife of 72 years, Jean, and her support. She passed away a few years ago, but we had a strong marriage. I constantly remind myself that I am here for a reason. Having strength and determination can be your superpower. That is mine. I am determined, even at 96, to remind everyone that the Holocaust did happen – Never Forget or Never Again.

Your foundation produces ZACHOR pins as physical reminders of the Holocaust. How did you develop this idea, and what advice would you give to entrepreneurs looking to create products with deep social meaning? How do you balance running a non-profit organization with your personal life? What time management or productivity tips can you share with other busy leaders?

A young lady approached me after a speaking event and asked me about the funny letters I was wearing on my lapel. I explained to her what ZACHOR in Hebrew meant: "Remember". I took it off and handed it to her. She was so thankful and grateful that she promised she would tell her family about who she met today and what it signified. That is how the pin became a pivotal part of our Foundation.



It is my goal for the ZACHOR pin to be internationally recognized as a symbol of Holocaust Remembrance. We have distributed nearly two million pins to date. It is my dream to distribute over six million plus for those who died in vain. I have learned over the years, and yes, still learning, that this mighty token is more than just remember. It serves as an emotional promise to Never Forget and Never Again. People we have met over the years, especially the younger generations, have asked us to design the ZACHOR letters to other types of jewelry so they can wear their promise proudly. So, we did. The ZACHOR can be worn as a bracelet or necklace in either silver, 14K white or yellow gold. As for time management. I tell my family this all time – Don't be a clock watcher. Set your mind to do your best and be the best at whatever you do.

You've traveled the world sharing your story. How has this global perspective influenced your worldview and approach to leadership? If you could give one piece of advice to your younger self just starting out in business in America, what would it be?

Well, courage. Being courageous will basically open you up to do almost anything. I know that is not always easy to do. I tell my family and friends and students the same few words of advice that we all call Ben'sisms: Take responsibility for solving problems instead of using them as an excuse for not succeeding.

Education, more than anything else, allows us to evaluate circumstances, make good choices and take effective action. It is our best weapon against ignorance and hate. With knowledge comes change.

We must be open to educate oneself in whatever field you are in. I have come to understand that so much of what happens in life is the result of seemingly simple choices... That people do not understand that they have the power to make choices that will determine the course of their lives...

Thank You.




A Coach Corner

WITH CLAUDIA SCHEFFLER-PERRONE

Ask
A QUESTION

"How can I, as a female leader, stay authentic while ensuring my decisions are respected, without being perceived as overly emotional or difficult?"

Magdalena, CEO



Combine empathy with clear communication to address challenges constructively. Manage emotions strategically by showing enthusiasm or compassion when appropriate, while maintaining composure to appear professional. Set boundaries firmly but respectfully, anchor your leadership in expertise, and let your skills and knowledge shine. Communicate your values clearly to align actions with team goals, and embrace mistakes as opportunities to show accountability.

Embracing a leadership style that is uniquely feminine is a strength, as it brings a fresh perspective and qualities that set you apart, making your approach to leadership truly exceptional.

BEHIND THE SCENE

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