

# Rúna Magnúsdóttir and the Change Makers to speak at the United Nations 5th Annual Power of Collaboration Global Summit

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Change Makers will close the Impact Leadership 21 Conference at United Nations as Special Call to Action panel discussing how to make a change

London, UK — 13 February 2018 — Rúna Magnúsdóttir (<http://www.runamagnus.com>) , leadership and personal branding author, speaker, strategist and creator of the Change Makers, today announced the group's upcoming participation in the Impact Leadership 21 Conference at the 5th annual Power of Collaboration Global Summit at the United Nations. Rúna Magnúsdóttir and the Change Makers will close the conference on March 5th, 2018 in a special Call to Action Summary Panel, discussing how leaders can move into action and make the change.

Branding Your X Factor author Rúna Magnúsdóttir created the Change Makers to help leaders create the positive change they want to see in the world. The Change Makers are composed by founder Rúna Magnúsdóttir, paradigm shifter for high-achievers Gido Schimanski, Heaven on Earth creator Susanne Frandsen, kindness ambassador and Five Institute CEO Nicholas Haines, Kull Leadership founder Margareta Kull, visual director Bjarney Ludviksdóttir, Business Launch Portal CEO Monique Blokzyl and gender equality leadership expert Leslie Grossman. Grossman is also master of ceremony at the 5th annual Power of Collaboration Global Summit.

Inspired by the world famous quote by Mahatma Gandhi "Be the change you wish to see in the world", the Change Makers aim at helping world leaders lead in an environment that is nurturing them, their team, their business, organisation, community or even nation. "It takes a courageous leader and a strong, committed tribe to move forward the positive change you want to see in your world" , says Rúna Magnúsdóttir. "As the world is going through a huge shift at the moment, it has never been as important for the courageous leaders to have access to the best advisors, mentors, coaches having their back in the process".

The Impact Leadership 21 Conference will tackle 3 of the United Nations' Sustainable Development Goals: Quality Education (Goal 4), Industry Innovation & Infrastructure (Goal 9) and Peace, Justice and Strong Institutions (Goal 16). The Change Makers joining the special Call to Action Summary Panel at the Power of Collaboration Global Summit are moderator Leslie Grossman, Rúna Magnúsdóttir, Nicholas Haines, Margareta Kull and Monique Blokzyl.

"Within any change, human nature is always at play and logic is sometimes counterintuitive", says Nicholas Haines. "The strange thing is people can often actively resist change that would be ultimately beneficial to them and to the planet they rely on to survive. So how do we create a Change Culture where

change is embraced, kind and not resisted? I believe change has to be kind and inclusive.”

“I feel very excited about participating in the Impact Leadership 21 Conference panel”, says Margareta Kull. “I am looking forward to discussing the importance of courageous leaders with others who, just like me, want to change the world.”

The Change Makers will close the Impact Leadership 21 Conference on March 5th, 2018 at the 5th Annual Power of Collaboration Global Summit at the United Nations headquarters in New York, USA. For more details about the Leadership 21 Conference, visit the event’s official website (<http://www.impactleadership21.com/power-of-collaboration.html>).

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#### About Rúna Magnúsdóttir

Rúna Magnúsdóttir is a leadership and personal branding author, international speaker and brand strategist from Iceland, and creator of the Change Makers. Rúna has worked in the entrepreneurial and political sphere for over thirty years, working with leaders to make the change they wish to see in the world. Rúna is the creator of the award-winning “Discover Your X Factor” programme, was named one of the Top 20 Business Women to Follow on Twitter by Forbes, and appeared on The Oprah Show in 2009. Rúna’s awards and accolades include the EUWIIN award in 2011, the TIAW “World of Difference 100 Awards” 2009 and the EU WIIN Special Recognition Award in 2007. Prior to the Change Makers, Rúna was the founder of Connected Women, a global community of women business owners and entrepreneurs in over 75 countries. For more information, visit [www.runamagnus.com](http://www.runamagnus.com) (<http://www.runamagnus.com>).