



**CORE SESSION 4:  
PEOPLE & LEADERSHIP**

**X MARKS THE SPOT.**  
WHAT IS THE "X" IN  
"CEREBRUM x ALGORITHM"?

"X" IS ABOUT  
A GOAL TO  
ACHIEVE.  
LIKE AN "X"  
ON A TREASURE  
MAP.



**HOW TO  
REWARD?**  
- REWARD  
PEOPLE WHO  
COLLABORATE  
& THINK  
CREATIVELY

**CREATING  
A FRAMEWORK  
FOR YOUR PEOPLE  
TO WORK WITH  
PURPOSE &  
FIND MEANING.**

"X" IS ABOUT  
**DISRUPTION**



UNDER  
STRESS,  
PEOPLE HAVE  
RESILIENCE  
TO OVERCOME  
ADVERSITY

REOPENED AFTER FORCED CLOSURE:  
OFFERS MICROFINANCE

**BEING A  
LEADER**



**MODEL A  
BALANCED  
QUALITY OF LIFE!**



**BETTER  
QUALITY  
OF LIFE.**  
(LESS HARD LABOUR)

**FINTECH  
SUBSIDIARY**

**60%** PEOPLE IN  
PALESTINE  
UNBANKED.  
EMPOWER THEM  
TO FORMAL  
BANKING.

