



# SYSTEM CHANGERS



## WHAT?

Members of this tribe want transparency in the development, communication and direction of policy. They want to be part of the decision-making process in areas that affect their lives, like the tax on female consumer goods (also known as the pink tax) and reproductive rights.

## WHERE?

A good example of this tribe is Cynthia Nixon who plays Miranda Hobbes in the popular “Sex and the City” series and movies. She is running for the position of governor of New York, with a campaign calling for a city “for the many, not just the few”. Former Cambridge Analytica employee-turned-whistleblower, Christopher Wylie, who exposed Facebook’s improper use of user data.

**INFLUENCERS:** Krish Vignarajah & Danica Roem

**KIN TRIBES:** New Leadership Tribes

**INDUSTRY:** Government, Retail and Marketing, Education, Social Development, Fashion and Beauty, Medical

**TAGS:** #systemchangers #womenempowerment #tribes2018 #newurbantribes #newleadership

