



## **Iron Links Whitepaper**

This document outlines 'Iron Links' background, mission, strategy, and proposed initiatives, as outlined by the core leadership team. It will serve as our foundational blueprint, upon which we will evolve as our landscape transforms & new opportunities emerge.

### **Background:**

IronLinks is a newly formed non-profit organisation mobilized in the aftermath of the 07.10.2023 terrorist atrocities carried out by Hamas against Israel. On October 7, Israel went to war and our international landscape transformed overnight. Individuals, businesses, and organizations across sectors are now unlocking new superpowers, becoming more agile, more connected, and even more focused on navigating forward successfully on all fronts. Iron Links was formed organically, uniting LinkedIn leadership and allies engaged in paving our path forward together.

### **Strategy:**

We partner with influential and impactful LinkedIn leaders to empower voices within the business arena to engage in effective advocacy.

### **Goals:**

1. Empower our community to share & hone business advocacy skills
2. Provide a place for collaboration around advocacy (learn, create campaigns, strategize)
3. Provide access to peer-provided resources for effective LinkedIn strategy (webinars, workshops, etc)
4. Provide access to official government sources, including information & agendas
5. Support & facilitate social support & community (networking & events)

### **Initiatives & Operations:**

- Online community engagement
- In-person conferences
- Streamed events
- Workshops
- Seminars
- Hackathons

### **Democracy & Governance**

The official board of the non-profit will be managed by the first 10 members. Any policy decisions are made collectively by democratic vote of the board.



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