



**ThinkTWENTY20**

**The Magazine for Financial Professionals**

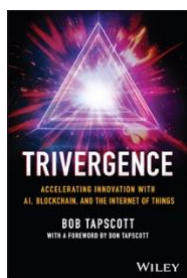
# The *ThinkTWENTY20* Newsletter

June 2024

*Empowering financial professionals for the future of work*

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This month our featured article is the interview by Gundi Jeffrey with Bob Tapscott, author of *Trivergence: Accelerating Innovation with AI, Blockchain, and the Internet of Things*.



**How “Trivergence” Will Soon Make Science Fiction a Reality: In Their Own Words  
By Gundi Jeffrey**

The article is available through [this link](#).

Trivergence, the book, [is available on Amazon](#).

## [NEW AI Series by Eric Cohen](#)

*ThinkTwenty20's “Twenty Rules for AI for Financial Professionals”: Alpha Version  
Starting with some guidelines related to risk: guidelines 1-5*

**This column launches an ongoing series of postings to develop helpful guidance for financial professionals related to artificial intelligence. I don't know where it will go, but I will begin with a list of guidelines and advice, with the hopes we can collaboratively make some of them more permanent.**

Eric's column is [available here](#).

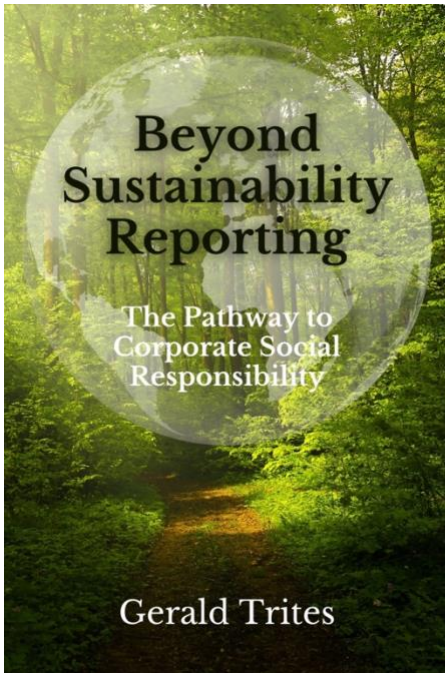
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## New book on sustainability strategy

### How to Convert Sustainability Disclosure into Action



New standards such as those of the International Sustainability Standards Board and new regulations from the Securities and Exchange Commission are challenging companies to increase and improve their disclosure on what they are doing to support sustainability for their Environmental, Social and Governance activities.

Companies are responding by changing their controls and procedures to include sustainability processes. But is this enough? For companies that truly want to help with sustainability issues, the answer is no.

What is needed is the more action-oriented approach laid out in this book, which:

- Enables modifying the corporate strategic plans to include real sustainability actions,
- Makes use of the skills developed in providing sustainability disclosures, such as integrated thinking,
- Includes proper adoption of recognized standards for control procedures recognized by regulatory authorities,
- Adapts traditional management change tools, such as SWOT and the Porter Five Forces Model to include sustainability
- Shows how to move the company from sustainability disclosure to integrated thinking to Corporate Social Responsibility.

Beyond Sustainability Reporting is [available on Amazon](#) and [paper copy is available on July 8.](#)

*ThinkTWENTY20* Magazine is an innovative quarterly magazine for professionals who enjoy digging deeper into the topics of the day – blockchain, crypto, big data, ESG, cybersecurity, new audit analytics, and mental health. We present well-researched, topical in-depth articles written by top leaders in the profession internationally.

Our audience comprises accountants and other financial professionals, general practitioners and academics in Canada, the US, India, Brazil, Mexico and various European countries.

**Advertising reaches 3000 – 4000 people, mostly financial professionals.**

**Ad Prices in Cdn \$ for a quarter year – for inclusion on the website and in the magazine**  
**Regular ad (up to a half page) – \$375 per quarter. Small Logo ad (logo linked to a website) – \$100 per quarter.**

**See our website for more. Or contact [info@thinktwenty20.com](mailto:info@thinktwenty20.com) .**