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## A Letter From Erika

The Innovation Executive Forum (IEF) is entering its seventh full year. Our discussions have evolved over that time from those who were adamant that moving to the cloud would be perilous to those who continued to strike the balance between employee productivity and control through technology. Regardless of where you came from, 2020 is a year when most of us are united on where we are now and what we need to do to advance.

We know that today “experience is everything” and that is no longer just about your customer but even more than ever extends to your people – those who rise to your organizations’ goals and challenges every day. Collaboration is more important than ever, and we have been putting many of our BCP Plans into motion – refreshed or not – they are live, and then some!

I’m humbled by the responses I have seen from people and organizations in these new times. IEF members who were once focused on “always be competing” have brought their pay-it-forward and “how do we help those in need” spirits forward in so many amazing ways. I mentioned this in our 2019 Annual Report – today feels different. I see only one race right now – it’s the human race. The only competition is wanting to see if where we out-do each other with how we respond to those in need.

I’m excited to bring some new format changes to IEF this year to continue our roundtable format of sharing and learning from each other – all the while respecting physical distancing. Knowing our members, they will enjoy our new way forward and continue to bring us stories from the trenches along with ideas that they feel may make a difference – now, more than ever. Learning how you have moved from triage to stabilizing, becoming efficient with a goal to leverage gains – will bring another source of energy to the group.

Looking forward to leading our discussions and hearing how so many of you have been leading from a Human + Inspiring place as we support the human race.

Warmest regards,



A stylized, handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke.

Erika Van Noort  
Innovation Executive Forum Chair

The logo for softchoice, featuring the word "softchoice" in a lowercase, sans-serif font. The "o" in "choice" is stylized with a red and orange swoosh above it.

