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The Most
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Women**
to watch in **2025**

”

“Trust is built
when challenges
are acknowledged
and opportunities
are communicated
with clarity.”

**ZAINAB
LAKHANI**

The Human-Centered Leadership

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Mastering Change



At the forefront of modern transformation stands Zainab Lakhani, Director of Change Management at United Airlines — a leader defined not just by strategy, but by an unmistakable force of energy and purpose. Her superpower is not simply momentum; it is the ability to channel that energy into driving agility, dismantling barriers, and inspiring teams to see change not as disruption, but as opportunity.

Zainab's leadership transcends conventional change management. She does not merely navigate systemic challenges such as unequal representation or structural bias — she reframes them as catalysts for meaningful, lasting transformation. Her philosophy is clear: manage is not something to be managed from the top down; it is something to be lived, shaped, and mastered alongside people.

“Change is not something to be managed from the top down...”

Leading Through Change

“

“Her philosophy is clear: change cannot be managed from the top down; it is something to be lived, shaped, and mastered alongside people, together.”

”

Her journey into change leadership was anything but linear. It was forged through lived experience, quiet resilience, and an unwavering belief that transformation only succeeds when it is inclusive and human-centered.

Growing up in poverty with a single mother navigating trauma, Zainab learned early that while resources may be scarce, kindness and compassion are always within reach.

These formative years instilled in her a deep sense of service and empathy — qualities that would later define her leadership ethos.



From Adversity to Change-ology

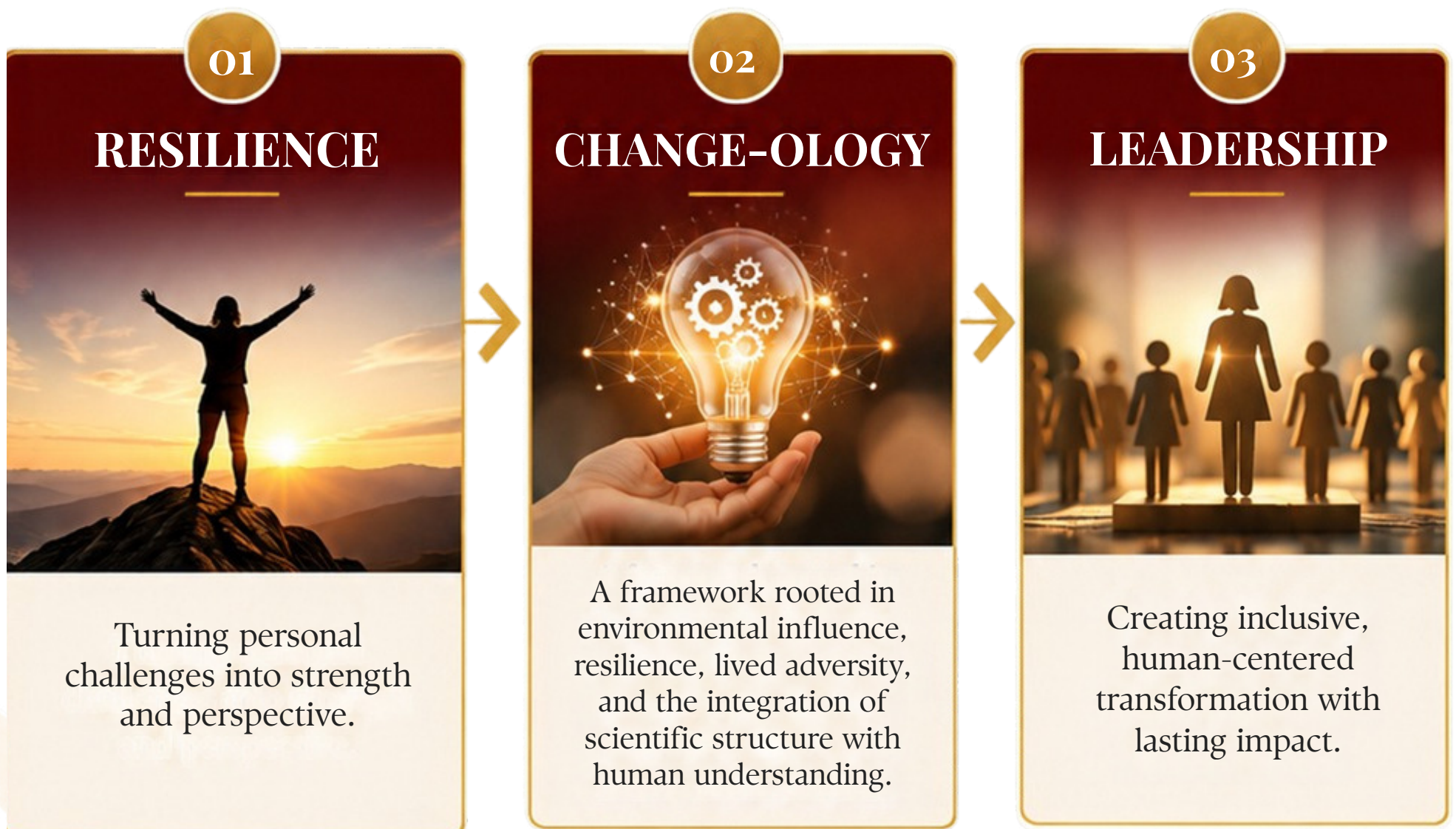
Her personal challenges further strengthened this foundation. Living with Graves' disease demanded discipline, perseverance, and the ability to push forward even on days when energy and willpower were limited. These experiences became the building blocks of what she now describes as her "Change-ology"—a framework rooted in environmental influence, resilience, lived adversity, and the integration of scientific structure with human understanding.

“*These experiences became the building blocks of what she now describes as her ‘Change-ology’...*”

Resilience to Change-**OLOGY** to Leadership

Professionally, Zainab's career reflects a dynamic, cross-industry evolution. Each sector she engaged with added a distinct dimension to her leadership perspective.

This diverse experience allowed her to bring together real-world insights, people-centric approaches, and strategic thinking — shaping a unique leadership style rooted in resilience, adaptability, and meaningful impact.





A Multi-Industry Journey Shaping a Broader Perspective

Banking instilled discipline and precision. Retail sharpened her customer-centric mindset, where decisions have immediate human impact. Pharmaceuticals introduced rigor and accountability, reinforcing that transformation ultimately affects lives, not just systems.

Her time in academia nurtured intellectual curiosity and refined her ability to translate complex ideas into compelling narratives. Aviation exposed her to scale, safety, and the orchestration required to manage global operations. Technology, ultimately, became the convergence point—where human insight meets digital acceleration.

People, Purpose and Full Circle Leadership

“The defining realization,” she reflects, “as understanding that transformation is not about technology alone—it’s about people.” This belief underpins her approach to leadership. Zainab views transformation as a narrative tapestry, where each experience contributes to a broader story. She emphasizes the power of sequencing—aligning events and initiatives in a way that harnesses collective energy and builds momentum.

Her concept of “Full Circle Leadership” encapsulates this philosophy: structured growth is not a constraint, but the choreography of change—where passion meets precision. It is an approach that balances emotional intelligence with operational excellence, ensuring that transformation resonates both strategically and personally.

“

“Transformation is not about technology alone—it’s about people.”

”

LEADERSHIP FUSION

At the core of her methodology is a human-centered approach to technology adoption. She prioritizes the ‘why’ behind change, embedding empathy and inclusion into every initiative. Her leadership style blends influence with intention — what she describes as “leadership fusion” — where storytelling, trust-building, and strategic alignment converge.

In practice, this often means designing transformation journeys that are as engaging as they are effective. A typical initiative might begin with a compelling storytelling experience to establish purpose, followed by structured micro-learning to build capability, integrated technology adoption to drive execution, and sustained leadership engagement to reinforce momentum. Zainab is acutely aware that resistance is a natural part of change — particularly in complex, high-stakes environments. Rather than avoiding friction, she addresses it directly.

“*Storytelling, trust-building, and strategic alignment converge.*”

LEADING CHANGE THROUGH PEOPLE

Through transparency, consistency, and open dialogue, she creates safe spaces where leaders and teams can voice concerns without judgment. “Trust,” she explains, “is built when challenges are acknowledged and opportunities are framed with clarity.”

To ensure leaders become true champions of change, she leverages storytelling as a strategic tool — connecting transformation initiatives to personal values and organizational legacy. In doing so, she transforms passive alignment into active purpose.



A LEADERSHIP ROOTED IN HUMANITY



Zainab Lakhani represents a new archetype of leadership — one where energy meets empathy, and strategy is inseparable from humanity. In an era where organizations are constantly evolving, her work serves as a powerful reminder: sustainable transformation is not driven by systems alone, but by the people who bring them to life.

“Her leadership is not just about managing change — it is about mastering it.”

Mastering Change

How Zainab Lakhani is Redefining Human-Centered Leadership in Transformation

In today's fast-evolving business landscape, where transformation is constant and disruption inevitable, few leaders stand out for their ability to humanize change. Zainab Lakhani, Director of Change Management at United Airlines, is one such leader—bringing energy, empathy, and strategy together to redefine how organizations navigate transformation.

Her approach goes beyond traditional frameworks. For Zainab, change is not a process to be imposed—it is a journey to be experienced, shaped, and embraced collectively. Her defining insight is simple yet powerful: transformation is not driven by technology alone, but by people.



From Adversity to Lasting Impact

A Story of Resilience

Zainab Lakhani's leadership philosophy is deeply rooted in lived experience. Growing up in challenging circumstances, raised by a single mother navigating trauma, she learned early that resilience is built not from abundance, but from mindset. Living with Graves' disease further strengthened her discipline and perseverance. These experiences shaped her belief that adversity, when approached with intention, can become a powerful driver of transformation. This foundation continues to influence her leadership style—one centered on compassion, inclusion, and service.

A Cross-Industry Perspective on Transformation

Zainab's career spans multiple industries, each contributing a unique dimension to her expertise:



Banking

Precision, structure, and disciplined execution



Retail

Customer-centric thinking and immediate impact



Pharmaceuticals

Accountability and life-focused outcomes



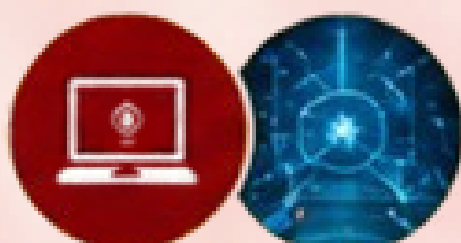
Academia

Intellectual rigor and storytelling capability



Aviation

Scale, safety, and operational complexity



Technology

Innovation and digital acceleration

This diverse journey has enabled her to develop a holistic perspective—one that integrates business strategy with human behavior.

Introducing “Change-ology”: A Human-Centered Framework

At the heart of Zainab’s methodology lies her unique framework—Change-ology. This approach combines environmental awareness, behavioral science, lived experience, and structured execution. Rather than treating change as a linear process, Change-ology views transformation as a dynamic ecosystem—where human emotions, organizational culture, and strategic goals intersect.





FULL CIRCLE LEADERSHIP

WHERE STRATEGY MEETS HUMANITY

FULL CIRCLE LEADERSHIP

Zainab's concept of Full Circle Leadership reflects a modern approach to transformation—balancing emotional intelligence with operational excellence. She believes that:



Structure enables clarity, not rigidity



Passion must align with precision



Leadership is both influence and intention

This philosophy ensures that transformation initiatives are not only effective but also meaningful and sustainable.

DRIVING CHANGE THROUGH STORYTELLING AND TRUST

One of Zainab Lakhani's most powerful leadership tools is storytelling. Rather than relying solely on data and directives, she:



Connects change initiatives to purpose



Aligns transformation with personal values



Builds emotional engagement across teams

Her approach transforms employees from passive participants into active contributors.

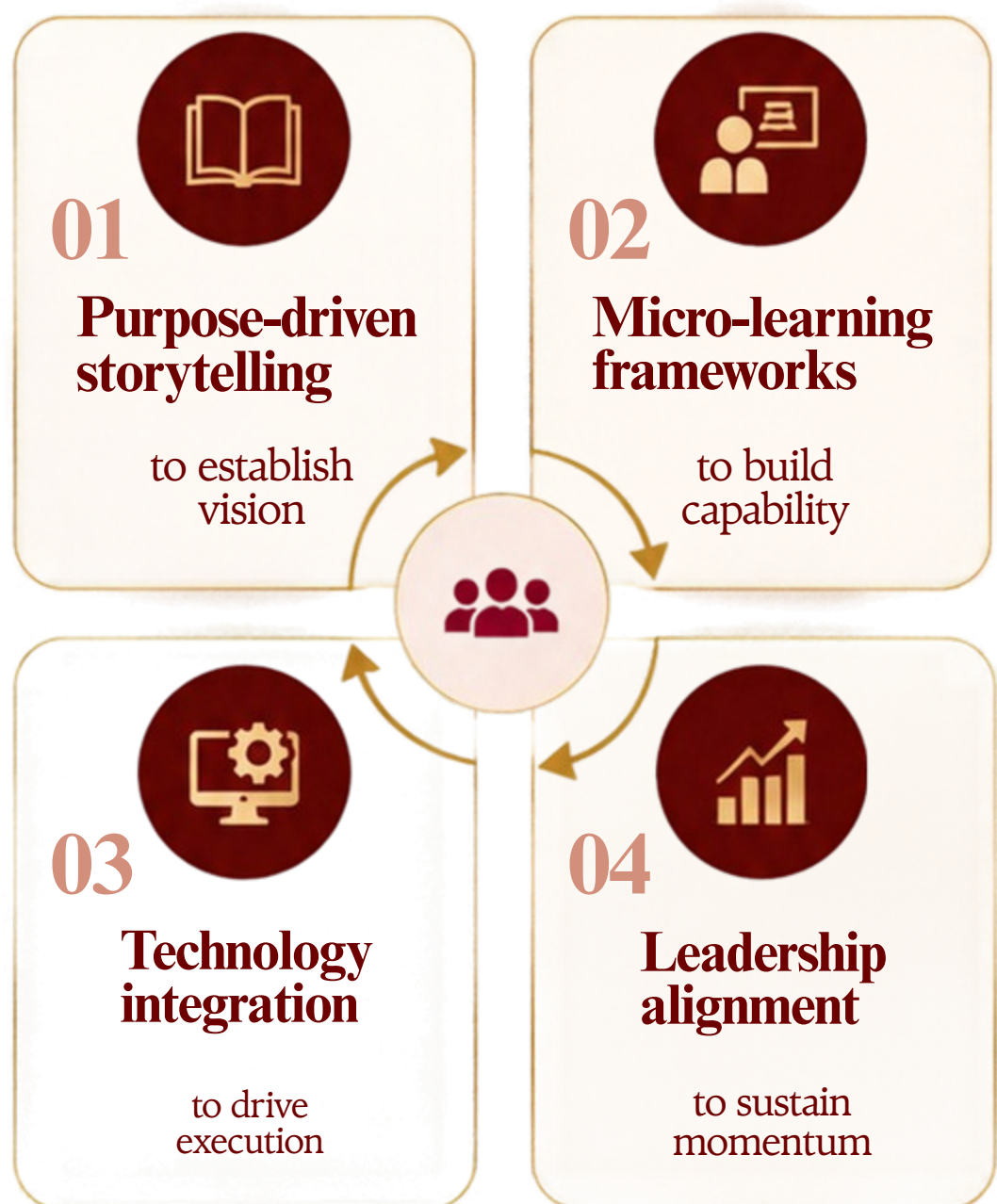
“*Trust is built when challenges are acknowledged and opportunities are communicated with clarity.*”

DESIGNING TRANSFORMATION THAT ENGAGES AND ENDURES



Through transparency and open dialogue, she creates environments where resistance is not suppressed—but understood and addressed constructively.

Zainab's transformation strategies are both structured and experiential. A typical initiative under her leadership may include:



“Change is not only implemented—it is embedded.”

This layered approach ensures that change is not only implemented—but embedded within the organization.

IKEA HELPS FIX SKYRIM'S CLUTTER PROBLEM



IKEA has entered the world of *The Elder Scrolls V: Skyrim* with **KALLAX Storageborn**, a free downloadable companion designed to solve one of the game's most familiar frustrations: having too much stuff. Created by **Mother** in collaboration with **Kinggath Creations**, the campaign turns IKEA's expertise in storage into an actual gameplay mechanic.

In *Skyrim*, carrying too many items causes players to become over-encumbered and move more slowly. **KALLAX Storageborn** addresses this by offering unlimited storage, automatic loot collection and a way to clear clutter from players' virtual homes. The sentient shelving unit is introduced through a new quest that takes players to a mysterious Dwemer furniture store.

Once assembled, **KALLAX** can be summoned using the Dragon Shout "**AYE KEY YAH**". The experience also includes a clutter-filled dungeon and a boss battle against a **Clutter Golem**, adding IKEA's storage concept directly into the game's fantasy world.

The campaign builds on IKEA's previous experiments in gaming, including its virtual Roblox store, but takes the idea further by making the brand's core expertise part of the gameplay itself. **KALLAX Storageborn** is available free through Bethesda Game Studios' in-game Creations menu, supported by digital, social, in-store and PR activity.

Image: IKEA KALLAX Storageborn in *Skyrim*

Brand: IKEA

Agency: Mother

Source: Famous Campaigns

Image Credit: IKEA / Mother / Kinggath Creations / Famous Campaigns



AN OFFICIAL STATEMENT FROM VASELINE

We heard you. We agreed.

Following extensive review (by which we mean approximately one video, watched over 1 million times, facts), Vaseline would like to announce our rebrand.

Welcome to Baseline, effective immediately.

Same tub, Same jelly. Same uses you've been making up since 1870. Just, as it turns out, a slightly different first letter depending on where in the world you're saying it.

Because that's really what this week is about. Vaseline has been pronounced, adapted, and made local in every corner of the world for 150 years. Every accent, every version, every "wrong" way of saying it is just proof of how far the jar has traveled. This week, we're celebrating one of those versions properly.

Full credit to @mindaylee_ for the discovery, who we have taken the liberty of appointing as the CEO of Baseline, effective immediately, no interview required.

To everyone stitching, duetting, or simply enjoying watching a 150 year old brand get gently corrected by its own global community: welcome. We're here for it. We might even learn something.

Baseline

Image: Vaseline "Baseline" Rebrand

Brand: Vaseline

Source: Famous Campaigns

Image Credit: Vaseline / Famous Campaigns

Vaseline Renames Itself “Baseline” After a Mispronunciation Goes Viral

Vaseline has turned an accidental mispronunciation into a playful social media moment, temporarily rebranding itself as **“Baseline”**. The idea came from beauty creator **Min Day Lee**, whose viral video about her Vaseline collection referred to the skincare brand by the unexpected name. The video quickly surpassed two million views on Instagram, while viewers began repeating and remixing the word “Baseline” across social media.

Vaseline responded by fully embracing the joke with a mock rebrand across its social channels. The brand created a new “Baseline” logo, redesigned product packaging and announced the change with a tongue-in-cheek statement, claiming that the rebrand followed an “extensive review” that was essentially based on one viral video.

The brand also credited Min Day Lee for the accidental discovery and jokingly appointed her as **CEO of Baseline**. The response demonstrates how Vaseline quickly turned an unexpected moment from its online community into branded content, rather than trying to correct the original mistake.

The move also fits with Vaseline’s broader approach to community-driven creativity. Its Vaseline Originals platform turns viral beauty hacks created by consumers into real products while recognising and rewarding the creators behind them.

AG1 Puts Creatine's Airport Problem Straight Into the Tray

AG1 has turned an awkward travel problem for fitness enthusiasts into an airport advertising campaign for **AG1 Pro**. The brand has placed advertisements directly inside airport security trays and across terminals in **Denver, Austin and Seattle**, targeting travellers who regularly carry loose creatine powder through airport security.

The campaign uses lines such as **“Is your creatine travel routine raising a few eyebrows?”** and **“Is your DIY-packed creatine causing delays? There’s a better way”**. The message promotes AG1 Pro, the brand's formula that combines AG1 with creatine in individual sachets, offering a more convenient alternative to carrying a separate bag of powder.



What makes the campaign stand out is the placement itself. By putting the advertising inside the security trays, AG1 reaches travellers at exactly the moment when loose white powder can become an uncomfortable part of the airport experience. The campaign also appears on large video screens and glass wraps around security areas, extending the idea throughout the terminals.

The airport setting allows AG1 to turn a specific customer inconvenience into the central idea of the campaign, using the environment itself to make the message immediately relevant.

Image: AG1 Pro Airport Campaign

Brand: AG1

Source: Famous Campaigns

Image Credit: AG1 / Famous Campaigns



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