

Seen.

An invisible Hand. Publication

Friends, hello!

2025 is moving fast. We are living through what may well be remembered as the largest, swiftest shift in our history. How does a person or a company or an organization find their footing in a moment like this? At Invisible Hand, we are going to do what we always do: lean into our community, share our learnings and resources, and keep our eyes out for the next right thing.

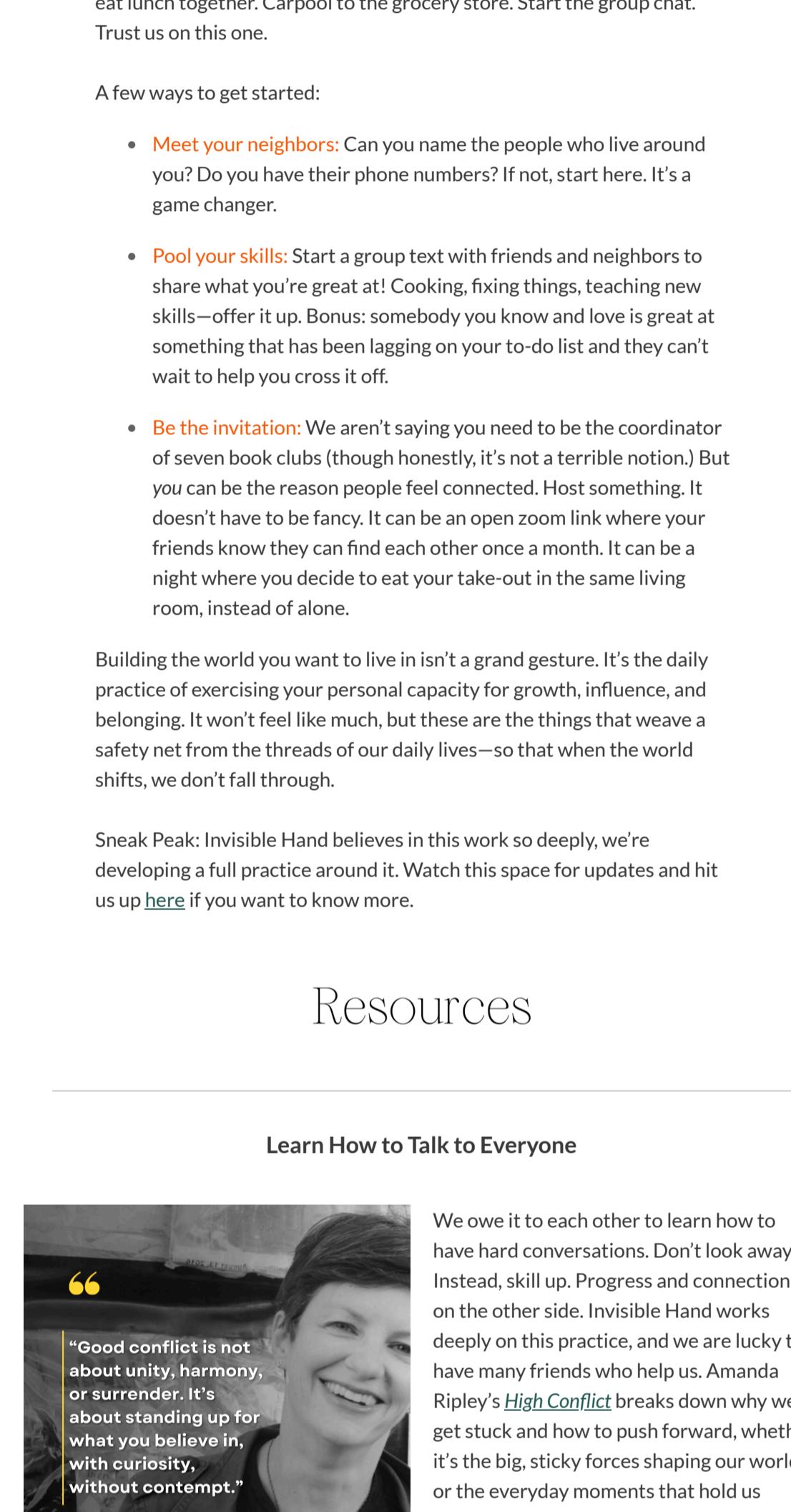
Hence, the revival of Seen: An Invisible Hand Publication. If you've been around the block with us before, you know the vibe. Seen is where we fuel the work ahead, spark inspiration, and set our sights on what matters most.

Our team is so good at this. I cannot wait to share their gifts with you.

Your Fan,

Genevieve Roth

Genevieve Roth
Founder and CEO
of Invisible Hand



Collective support isn't new. It's the ancient, primal heartbeat of community—an invisible promise that says, "I've got you, you've got me, and together, we've got this."

If Invisible Hand has one rule for this moment, it is to gather. This is our advice to you whether you are the CEO of a publicly traded company or a movement maker feeling lost. It's the one thing we are absolutely certain is going to help. Be with your people. Be with those not all the way like you. Walk a cup of coffee over to your neighbor. Invite your coworker to eat lunch together. Carpool to the grocery store. Start the group chat. Trust us on this one.

A few ways to get started:

- **Meet your neighbors:** Can you name the people who live around you? Do you have their phone numbers? If not, start here. It's a game changer.
- **Pool your skills:** Start a group text with friends and neighbors to share what you're great at! Cooking, fixing things, teaching new skills—offer it up. Bonus: somebody you know and love is great at something that has been lagging on your to-do list and they can't wait to help you cross it off.
- **Be the invitation:** We aren't saying you need to be the coordinator of seven book clubs (though honestly, it's not a terrible notion). But you can be the reason people feel connected. Host something. It doesn't have to be fancy. It can be an open zoom link where your friends know they can find each other once a month. It can be a night where you decide to eat your take-out in the same living room, instead of alone.

Building the world you want to live in isn't a grand gesture. It's the daily practice of exercising your personal capacity for growth, influence, and belonging. It won't feel like much, but these are the things that weave a safety net from the threads of our daily lives—so that when the world shifts, we don't fall through.

Sneak Peak: Invisible Hand believes in this work so deeply, we're developing a full practice around it. Watch this space for updates and hit us up [here](#) if you want to know more.

Resources

Learn How to Talk to Everyone



"Good conflict is not about unity, harmony, or surrender. It's about standing up for what you believe in, with curiosity, without contempt."

Amanda Ripley, Author & Journalist

We owe it to each other to learn how to have hard conversations. Don't look away.

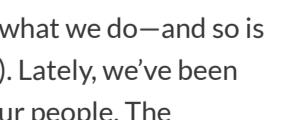
Instead, skill up. Progress and connection is on the other side. Invisible Hand works

deeply on this practice, and we are lucky to have many friends who help us. Amanda

Ripley's *High Conflict* breaks down why we

get stuck and how to push forward, whether it's the big, sticky forces shaping our world

or the everyday moments that hold us together. Essential reading for the work ahead.



A Dose of the Good Stuff

By day, we're strategists, project managers, and creatives. And by night, our team members are unique and passionate individuals, always ready to hold space and open minds. From culture to connection, here's what's been fueling us.

Words to shape how we think of community care—from IH Accounts and Strategic Advisor, Dania Jimenez

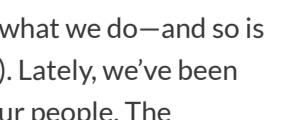
Mutual Aid by Dean Spade is a blueprint for real, community care. It's about collective action, building power, and creating change together. This book will have you rethinking what it means to truly support one another.

Creators redefining the narrative—from IH Digital Media Manager, Jess Peer.

"Pro-tip: It's time to get 100% more mindful about what you consume. The creators I'm loving right now break the mold and show up unapologetically. First up: Jermaine Fowler—Public Historian and Creator of *The Human Library*—uncovers untold stories of history, challenging the whitewashed narrative—uncovers untold stories of history, understanding culture and progress. Next, there's Mercury Stardust, aka *The Trans Handy Man*—if you're looking for an inclusive space to learn all things handy, their page is for you."

Eye-opening read for the future of AI—from IH Accounts and Special Projects, Ashli Albury Gibbons

Unmasking AI by Dr. Joy Buolamwini digs into the biases baked into the tech shaping our world. It challenges us to confront the human side of this technology. This book is a must-read for anyone questioning how we build a fairer, more equitable digital future.



Agency News

Q1 surely came out with engines roaring. From

great activation at Sundance with Omidyar, to making waves at Davos, celebrating International Women's Day with *More DEEP THOUGHTS*, and so much more—we're seeing so many BIG moves in the name of building a better world. What an honor it is to have a hand in it. Up next: We're looking ahead to TED, Nexus, and more. Will we see you there? Either way, catch all the insights and inspiration with us on [LinkedIn](#) and [Instagram](#).

Big love for our friends and clients at ex/ante—they

recently launched *Builder Blueprints*, a free toolkit that's legibly useful for early-stage founders. Their goal? Legal tools that make sense, put in for anything that's about safety, transparency, and making the internet a better place. Check it out, and pass it on to anyone building something great.

Bringing big visions to life is what we do—and so is

gifting (our IH love language). Lately, we've been sending little reminders to our people. The response? Pure joy. A reminder of community's real power. Want in? Reply and say hello!

Let's Stay In Touch



InvisibleHand.co