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04

***BREAKING BARRIERS:
THE EVOLUTION OF WOMEN'S RIGHTS IN CANADA***

08

***THE POWER OF MINDSET IN
PERFORMANCE ENHANCEMENT***

15

MARCH GLOBAL HIGHLIGHTS

MARCH EDITION:

Celebrating Women's Month with Diversity in Business

PUBLISHER'S NOTE

Dear readers,

Welcome to the latest edition of Business Link digital publication. In this issue, we delve into a diverse range of topics that are shaping the business landscape and beyond.

"Breaking Barriers: The Evolution of Women's Rights in Canada" sheds light on the significant strides made in advancing women's rights in Canada, highlighting the ongoing journey towards equality and empowerment.

"The Power of Mindset in Performance Enhancement" explores how mindset plays a crucial role in enhancing performance, emphasizing the importance of a positive and growth-oriented outlook. As we celebrate Women's History Month, "Celebrating Women's History Month: Ten Fascinating Facts" presents an insightful compilation of facts that pay tribute to the remarkable contributions of women throughout history.

Stay informed with "Google's Latest Ranking System Updates," which provides valuable insights into the ever-evolving world of search engine optimization and the impact of Google's latest updates on digital strategies.

"Leadership Niagara: Crafting Board Resumes" offers valuable guidance on crafting effective board resumes, essential for aspiring leaders looking to make a mark in the corporate world.

Discover cutting-edge technology with "Anthropic Unveils Claude 3: The AI Chatbot Outperforming GPT-4," showcasing the latest advancements in AI technology and its potential to revolutionize communication.

Lastly, "Lima Revisited: Peru Secures Hosting Rights for 2027 Pan American Games" highlights Peru's achievement in securing the hosting rights for the prestigious 2027 Pan American Games, underscoring the country's commitment to sports and international cooperation.

We hope you find this edition enriching and insightful. Thank you for being a part of the Business Link community.

Warm regards,

Yours in Business
Marilyn Tian, M.B.A
President & Co-Publisher
Business Link Media Group



CONTENTS

Breaking Barriers: The Evolution of Women's Rights in Canada	04
Alibaba Takes Major Leap into Generative AI	06
The Power of Mindset in Performance Enhancement	08
Celebrating Women's History Month: Ten Fascinating Facts	10
Google's Latest Ranking System Updates	12
March Global Highlights	15
Leadership Niagara: Crafting Board Resumes	18
Anthropic Unveils Claude 3: The AI Chatbot Outperforming GPT-4	20
Lima Revisited: Peru Secures Hosting Rights for 2027 Pan American Games	22

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Breaking Barriers: The Evolution of Women's Rights in Canada 150 Years of Triumphs, Challenges, and Collective Resilience

By Ryan Li



March 8th, 2024, was International Women's Day, a day to celebrate the women in our lives and recognize the advancements of female rights over Canada's long history. Since Confederation, feminists have been tirelessly advocating for gender equality in suffrage, education, work, and much more. Their tireless efforts have borne fruit, fostering substantial improvements in the treatment and recognition of women in Canadian society. While there is still a long road ahead in the journey to true gender equality, let's take a step back and look back at the progress that has brought us this far.

In the mid-19th century, women lacked many legal rights, such as the right to own property, vote, or even enter into contracts due to restrictive British common law. This began to change in the years following Confederation, with the town of Guelph allowing married women to own property in 1872. This first success energized the feminist cause and sparked even more advocacy, leading to the relaxation of this restriction across all of Ontario by 1884.

Despite significant gains in gender equality up to this point, women of the early 20th century faced their biggest challenge yet – reclaiming the right to the ballot box. In rallies similar to their American and British counterparts, Canadian suffragettes spent the first 15 years of the new century protesting for the right to choose Canada's leaders. By the outbreak of World War 1, the feminist cause was united, with women from all classes, backgrounds, and organizations supporting the idea of female suffrage – at a time when many political issues divided these groups along stark lines.

With hundreds of thousands of men fighting at the front, women entered the workforce and began staffing the factories, stores, and farms of the nation. This newfound leverage helped women finally gain the right to vote, with Manitoba being the first province to grant women access to the ballot box in 1916. However, this fight would continue for many women, with White women being banned from voting in Quebec until 1940, Asian women (and men) being barred from casting a ballot until 1948, and Indigenous women (and men) finally receiving the vote in 1960.

But this advocacy wouldn't stop at the ballot box. Now that women had the right to participate in elections, they shifted their focus to workplace discrimination. Spending the 1950s and 60s fighting for fair wages, maternity leave, and anti-discrimination legislation, women carved out a role for

themselves within the Canadian corporate ranks. In 1977, the Canadian Human Rights Act was passed, which, among other things, reinforced the principle of equal pay and a workplace free from discrimination. Five years later, the Canadian Charter of Rights and Freedoms was created, further enshrining the importance of gender equality in all aspects of Canadian society.

As we acknowledge the remarkable progress made by those who've come before us, we must recognize that the journey to true gender equality is an ongoing endeavour. The struggles of the past highlight the importance of speaking up about current injustices and helping motivate those on the front lines who are fighting these political, social, or economic battles. International Women's Day serves as both a reflection on Canada's remarkable milestones and a call to action for the road ahead. The stories of resilience, unity, and determination etched into the Canadian feminist movement inspire us to collectively strive for a future where equality is not just a dream but an enduring reality for generations to come.



Alibaba Takes Major Leap into Generative AI with \$600 Million Investment in MiniMax

In a significant move highlighting its commitment to the rapidly evolving field of generative artificial intelligence (AI), Alibaba Group Holding Ltd. has spearheaded a substantial \$600 million financing round for Chinese AI startup MiniMax. This investment marks Alibaba's second major deal in the AI sector this year, showcasing its dedication to driving growth and innovation.

MiniMax, a two-year-old firm, has attracted funding from Alibaba and other investors at a valuation exceeding \$2.5 billion, sources familiar with the matter revealed. While the fundraising efforts are still ongoing, Alibaba and HongShan, formerly known as Sequoia China, have already committed to the financing. However, negotiations with additional investors are underway, and the terms of the deal may evolve accordingly.



By joining the likes of Microsoft Corp. in making significant investments in generative AI, Alibaba underscores its strategic focus on leveraging cutting-edge technologies. This latest move follows Alibaba's recent involvement in a \$1 billion funding round for Moonshot AI, bolstering the valuation of the AI startup to approximately \$2.5 billion. These successive investments highlight Alibaba's determination to identify and support emerging leaders in the AI landscape, regardless of alignment with its existing ventures.

MiniMax, founded by industry veterans with experience at SenseTime Group Inc., is positioned as a direct competitor to Moonshot AI in developing ChatGPT-like services. Alibaba's backing provides MiniMax with both financial support and increased visibility in the AI sector, positioning it alongside more established players in the market.

Alibaba's intensified focus on AI investments aligns with broader initiatives outlined by CEO Eddie Wu, who recently voiced strong support for Beijing's efforts to advance AI research and development. With China's government prioritizing AI innovation as a key strategic objective, Alibaba's proactive investment approach underscores its commitment to driving technological advancements in this critical domain.

As Alibaba continues to explore opportunities for growth and diversification, its strategic investments in AI reflect a broader trend within the tech industry towards harnessing the potential of cutting-edge technologies. With AI poised to play an increasingly pivotal role in shaping the future of various industries, Alibaba's forward-thinking approach positions it at the forefront of innovation in the global AI landscape.

Article Source: <https://venturebeat.com/ai/openai-launches-chatgpt-app-for-apple-vision-pro/>

The Power of Mindset in Performance Enhancement

By Huberman Lab

Thank you for joining the Huberman Lab Neural Network — a once-a-month newsletter with science and science related tools for everyday life. This newsletter aims to provide you with actionable information in a condensed form.

In the episode "How to Enhance Performance & Learning by Applying a Growth Mindset," I discuss how to develop and apply a growth mindset — the process of rewarding effort, not results, as a means to improve learning and performance. Data show the positive consequences of a growth mindset are far-reaching. Many myths exist about a growth mindset. This newsletter teaches you how to use a growth mindset correctly.

Exploring the Concept of Growth Mindset

The term "growth mindset," coined by Dr. Carol Dweck, delves into the belief that our abilities are adaptable, a notion rooted in the concept of neuroplasticity. This understanding suggests that our brains can continuously learn and evolve throughout our lives.

Our perception of abilities often stems from the feedback received during our formative years. Feedback can broadly be categorized into two types, with one being more conducive to learning than the other.

Intelligence or performance-based feedback often attaches labels to identity, such as being "smart" or "talented." However, this type of feedback can inadvertently hinder progress in the long run by linking performance to one's identity.

On the contrary, effort-based feedback focuses on actions and persistence, emphasizing dedication and resilience in the face of challenges. This type of praise not only enhances performance but also fosters a growth mindset conducive to improvement.

Combining Growth Mindset with Stress-Is-Enhancing Mindset

The benefits of a growth mindset are further magnified when combined with the "stress-is-enhancing" mindset developed by Dr. Alia Crum and colleagues. This mindset reframes stress as a catalyst for performance enhancement rather than a hindrance.

Understanding the Positive Effects of Stress

Stress, when viewed positively, mobilizes resources in the body and brain to better meet challenges. It triggers the release of adrenaline and dopamine, heightening alertness and focus, while also facilitating cognitive improvements and neural growth.

Key Takeaways and Strategies

Although stress may feel uncomfortable, adopting a mindset that acknowledges its potential benefits can help harness its positive effects on performance.

By reframing stress as an opportunity for growth, individuals can lower their stress response and build resilience over time.

The synergy between a growth mindset and a stress-is-enhancing mindset can lead to lasting improvements across various aspects of life, including relationships, academics, and athletics.

In summary, embracing these mindsets through cognitive feedback and reframing "failures" as opportunities for growth can lead to significant and long-lasting benefits in personal and professional endeavors.

Stay Connected

New Huberman Lab episodes are out each Monday on YouTube and all major podcast platforms. Please subscribe to those channels. I post additional science and science-based tools on Instagram, X/Twitter, Facebook and LinkedIn.

Article Source: https://www.hubermanlab.com/episode/how-to-enhance-performance-and-learning-by-applying-a-growth-mind-set?utm_source=convertkit&utm_medium=email&utm_campaign=How%20to%20Improve%20Learning%20&%20Performance%20by%20Developing%20a%20Growth%20Mindset%20-%2013272949



Celebrating Women's History Month: Ten Fascinating Facts

As March unfolds, countries worldwide, including the U.S., the U.K., and Australia, are immersed in the celebration of Women's History Month, culminating in the recognition of International Women's Day on March 8th. Here's a dive into the intriguing backstory and evolution of this global commemoration, accompanied by ten compelling facts:



Origins in European Recognition: While International Women's Day found its roots in Europe in 1911, its inception can be traced back to a landmark moment in New York City in 1909, marked by a pivotal garment workers' strike.

Clara Zetkin's Vision: In 1910, German activist Clara Zetkin advocated for the establishment of an international holiday to honor women during the International Conference of Working Women in Copenhagen.

March 8th's Significance: The date, March 8th, gained prominence in 1917 amid the Russian revolution when women in Petrograd took to the streets, demanding sustenance and an end to the empire, ultimately leading to significant political changes.

Birth of Women's History Month: Initially a local week-long celebration in Santa Rosa, California, Women's History Month blossomed into a nationwide observance in 1978, spearheaded by the Education Task Force of the Sonoma County Commission on the Status of Women.

Road to Federal Recognition: It wasn't until 1987 that Congress passed a law designating March as Women's History Month, following years of advocacy efforts by the National Women's History Project and other women's groups.

Presidential Proclamations: Since 1995, every U.S. president has issued an annual proclamation designating March as Women's History Month, highlighting the vital contributions of women throughout history.

Themes for Reflection: Each year, the National Women's History Alliance unveils a theme for Women's History Month, with the current focus on "Women Who Advocate for Equity, Diversity, and Inclusion," emphasizing the ongoing pursuit of gender parity.

Canadian Distinction: While globally celebrated in March, Canada holds its Women's History Month festivities in October, aligning with its unique cultural and historical contexts.

Global Observances: International Women's Day is officially recognized as a holiday in various countries, with traditions ranging from half-day holidays in China to dual celebrations of Mother's Day in Serbia and Albania.

As we commemorate Women's History Month and International Women's Day, let us not only honor the achievements of women past and present but also reaffirm our commitment to advancing gender equality and inclusive societies globally.

Article Source: <https://time.com/6837254/womens-history-month-surprising-facts/>

Google's Latest Ranking System Updates: Fighting Web Spam and Promoting Quality Content



Google is implementing significant changes to its search ranking systems to elevate valuable content and suppress low-quality and manipulative material across the web. These adjustments aim to combat spammy tactics and ensure a more informative and trustworthy search experience for users.

Pandu Nayak, Google's VP of search, emphasizes that the company is continuously refining its algorithms to enhance search results. While many changes occur behind the scenes, these latest updates are noteworthy due to their potential to significantly improve the search experience, with a reported reduction in unhelpful content by up to 40 percent.

Nayak outlines three types of behavior that Google is targeting for downranking. Firstly, there's "content at scale," referring to websites churning out large volumes of low-quality articles, often generated by AI tools or low-paid contractors. Secondly, there's "site reputation abuse," where reputable sites host spammy content in certain sections. Lastly, there's "expired domain abuse," where abandoned domains are repurposed with subpar content to exploit their previous high rankings.

Google is providing a 60-day grace period for sites engaging in site reputation abuse to clean up their act, while other changes take immediate effect. These measures are part of Google's ongoing efforts to combat spam and maintain a high-quality online ecosystem.

However, challenges persist, particularly regarding AI-generated content and the evolving strategies used to manipulate search rankings. Google recognizes the importance of prioritizing genuine content over clickbait and machines over humans in its quest to deliver reliable and relevant search results.

While the road ahead may be long, Google remains committed to its mission of surfacing valuable information and safeguarding the integrity of its search platform.





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NEWS

WORLD

World's leaders meet today to discuss global warming and terrorism issues. Among other things will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

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Economic Growth

The economic situation is growing after the most recent changes are tax system. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

Will also discuss new measures on global security. Last time this meeting was very productive and has brought major changes on Earth. We will visit several places of strategic interest and will discuss possible collaborations nationally.

MARCH GLOBAL NEWS HIGHLIGHTS

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HIGHLIGHTS

Apple Expands iOS 17.4: Third-Party App Stores and Payment Options Open Up in EU

Apple's new iOS 17.4 update adds support for third-party app stores and payment options on iPhones in the EU. Apple is opening up parts of its "walled garden" to comply with the EU's new DMA tech competition rules.

More:

- The iPhone software update allows EU users to sideload apps from other marketplaces and use third-party payment systems when buying apps and services.
- In the EU, browser developers can now bypass Apple's WebKit, the engine that underpins Safari.
- Apple is also allowing third-party apps to access the iPhone's Near Field Communication (NFC) chip, expanding contactless payment options beyond Apple Pay in wallet and banking apps.

Zoom out:

- Beyond the EU, iOS 17.4 introduces new emojis globally, including a mushroom, phoenix, lime, broken chain, and shaking head.
- Apple Podcasts can now automatically transcribe in English, Spanish, French, and German.
- Other updates include battery health improvements, multilingual message reading by Siri, stolen device protection,

Article Source: <https://inside.com/campaigns/inside-tech-2024-03-06-41886>

HIGHLIGHTS

House Bill Targets TikTok: ByteDance Faces Divestment Deadline or U.S. Ban

A newly introduced House bill would force ByteDance to divest TikTok within six months or face a U.S. ban. The bill, while focused on TikTok, includes language that could lead to bans on other apps controlled by China, Russia, North Korea, and Iran.

More:

- The “Protecting Americans from Foreign Adversary Controlled Applications Act” aims to address national security concerns about ByteDance potentially sharing U.S. user data with the Chinese government.
- U.S. Reps. Mike Gallagher (R-WI) and Raja Krishnamoorthi (D-IL), of the House Select Committee on the Chinese Communist Party, announced the legislation this week, with 19 lawmakers on board.
- The bipartisan bill would penalize U.S. web hosting services and app stores that distribute TikTok unless it separates from ByteDance within about six months.
- TikTok argued the bill infringes on the First Amendment rights of 170 million Americans and 5 million small businesses that rely on the platform.

Article Source: <https://inside.com/campaigns/inside-tech-2024-03-06-41886>

Google’s Gemini Chatbot Curbs Election Queries: Measures Taken Ahead of U.S. and India Polls

Google has started restricting its Gemini chatbot from answering election-related questions in the U.S. and India. Google says it’s making the move “out of an abundance of caution on such an important topic.” The restrictions will also extend to other countries with upcoming elections.

More:

- Gemini users asking election-related questions will receive the response, “I’m still learning how to answer this question. In the meantime, try Google Search.”
- In a blog post, Google said it takes its responsibility to provide “high-quality information” for election queries “seriously,” adding that it is “continuously working to improve our protections.”
- TechCrunch found Gemini can still be manipulated to respond to election queries with typos.

Article Source: <https://www.reuters.com/technology/google-restricts-ai-chatbot-gemini-answering-queries-global-elections-2024-03-12/>

Leadership Niagara: Crafting Board Resumes

By Mike Britton



Leadership Niagara's Learning Day 4, themed "Community Impact – Non-Profits, Governance, and Local Government," unfolded as a pivotal event for emerging leaders keen on understanding the intricate dynamics of community leadership. Held on February 23rd at the Canada Games Park building, this day-long session offered a profound immersion into the realms of governance, political acumen, and social change.

Kicking off with a comprehensive overview of governmental structures, the day provided insights into the significance of engaging with various levels of administration. Mike Britton, a former elected official and member of the Leadership Niagara team, delineated the nuances of navigating governmental interactions, laying a foundational understanding for aspiring community influencers.

Subsequently, a compelling case study on the Niagara 2022 Canada Summer Games illuminated the power of collaborative governance. Leadership Niagara Board Chair David Veres and Niagara Region Chief Administrative Officer Ron Tripp, both instrumental figures in the success of the Games, elucidated how multi-level cooperation between different levels of government culminated in a monumental event, the Niagara 2022 Canada Summer Games, leaving a lasting legacy for the

community – including the very building in which the Learning Day took place.

The day progressed with a thought-provoking panel discussion featuring local elected officials from federal, provincial, regional, and municipal spheres. Their personal narratives underscored the leadership principles inherent in political journeys, offering invaluable wisdom to the eager cohort of Leadership Niagara participants.

The session concluded with Program Advisory Committee member Caitlin Armstrong guiding attendees on crafting impactful board resumes. This exercise underscored the pivotal role of board service in community leadership, empowering individuals to seek influential positions beyond conventional career trajectories.

Sponsored by the Regional Municipality of Niagara, Learning Day 4 exemplified Leadership Niagara's commitment to nurturing well-rounded leaders equipped to drive positive change in their communities. As participants departed, armed with newfound knowledge and inspired by seasoned leaders, the class seemed poised to catalyze a wave of transformative leadership across Niagara and beyond.



Anthropic Unveils Claude 3: The AI Chatbot Outperforming GPT-4

Anthropic, the AI startup backed by tech behemoth Google and armed with significant venture capital, has introduced the latest iteration of its GenAI technology, named Claude. In a bold claim, the company asserts that its AI chatbot surpasses OpenAI's GPT-4 in terms of performance.

Dubbed Claude 3, Anthropic's newest GenAI offering comprises a family of models, including Claude 3 Haiku, Claude 3 Sonnet, and Claude 3 Opus, with Opus representing the pinnacle of its capabilities. According to Anthropic, these models exhibit "increased capabilities" in analysis and forecasting, demonstrating enhanced performance compared to models like ChatGPT, GPT-4, and Google's Gemini 1.0 Ultra.

A notable feature of Claude 3 is its status as Anthropic's first multimodal GenAI, enabling it to analyze both text and images. This functionality allows Claude 3 to process various visual inputs, such as photos, charts, graphs, and technical diagrams sourced from PDFs and slideshows.

However, there are limitations to Claude 3's image processing capabilities. Anthropic has disabled the models from identifying individuals, citing ethical and legal concerns. Additionally, Claude 3 may struggle with tasks involving low-quality images and spatial reasoning, such as reading analog clock faces.

Despite these limitations, Anthropic asserts that Claude 3 offers numerous improvements over its predecessors, including enhanced ability to follow multi-step instructions, produce structured output, and engage in multilingual conversations. The models are also expected to provide more nuanced responses and cite the sources of their answers to facilitate verification.

Anthropic plans to support Claude 3 with frequent updates in the coming months, aiming to further enhance its capabilities and address existing challenges. The company envisions Claude 3 as a key component in its broader ambition to develop an AI algorithm for "AI self-teaching," enabling virtual assistants to perform diverse tasks autonomously.

With ambitious plans to raise substantial capital and continue refining its AI technology, Anthropic is poised to remain a major player in the evolving landscape of artificial intelligence. As the company advances its efforts to align AI with human intentions and address complex challenges, the implications for various industries and applications are profound and far-reaching.

Article Source: <https://techcrunch.com/2024/03/04/anthropic-claims-its-new-models-beat-gpt-4/>

ChatGPT



Examples

"Explain quantum computing in simple terms" →

"Got any creative ideas for a 10 year old's birthday?" →

"How do I make an HTTP request in Javascript?" →



Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests



Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and events after 2021

Lima Revisited: Peru Secures Hosting Rights for 2027 Pan American Games

In a decisive turn of events at the Extraordinary General Assembly held in Miami, FL, the 2027 Pan American Games found its host in the vibrant city of Lima, Peru. The closely contested battle between Lima and Asunción, Paraguay, ensued following Colombia's forfeiture of hosting duties due to contractual discrepancies and failed sponsorship promises.

Amidst fervent presentations by the presidents of the Olympic Committees of Peru and Paraguay, Renzo Manyari and Camilo Pérez, Lima emerged victorious with 28 out of 52 votes in its favor. The outcome, announced by Panam Sports President Neven Ilic, marked a triumph for Lima's established infrastructure, having previously hosted the XVIII Pan American Games in 2019.

However, Peru faces the task of honoring the \$369 million pledged for further infrastructure development to meet the demands of the upcoming Games.

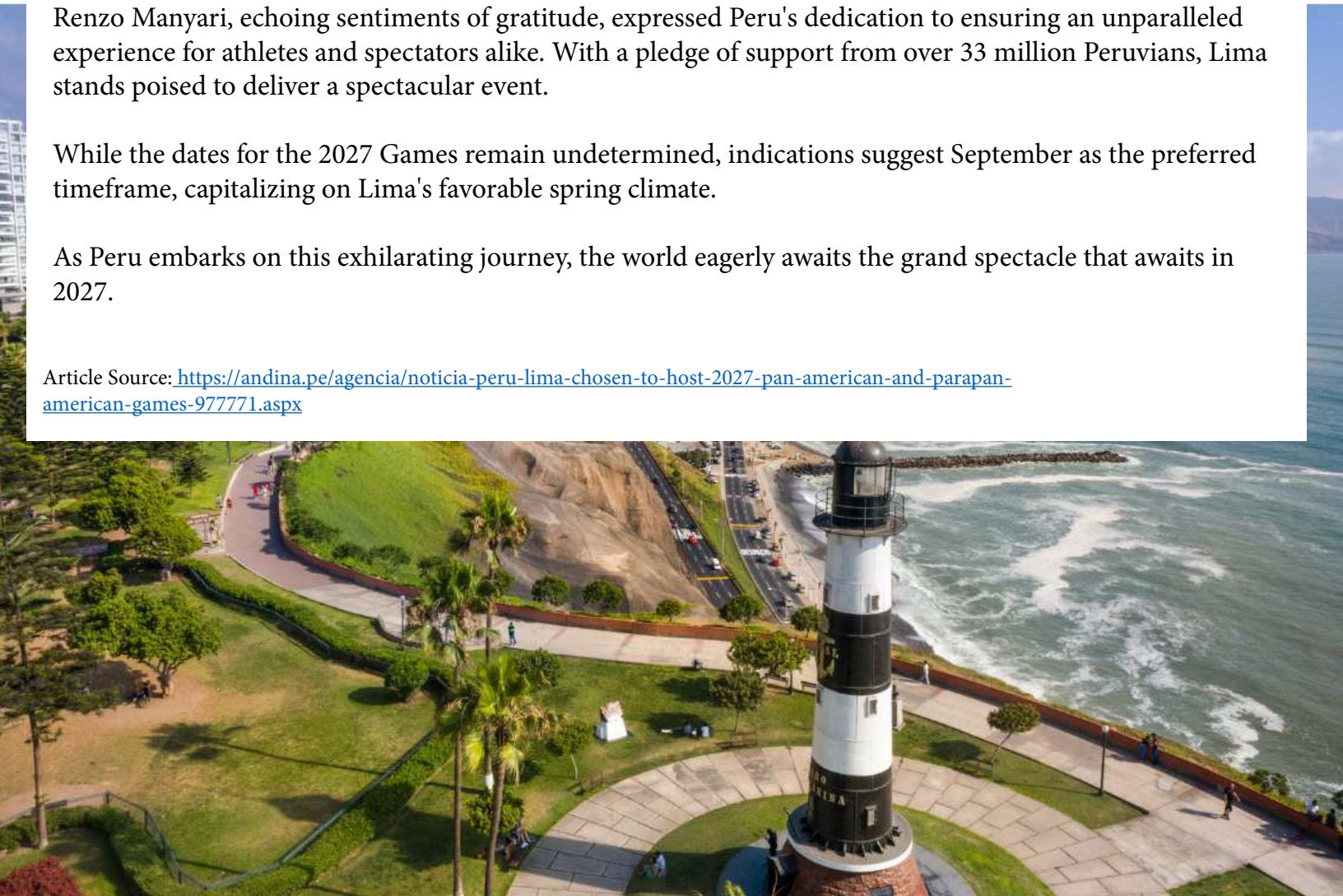
President Ilic commended the transparent and cordial competition between the candidate cities, acknowledging Lima's past success and expressing confidence in its ability to deliver a memorable event once again. He also extended commendations to Paraguay and encouraged its continued growth in sports development.

Renzo Manyari, echoing sentiments of gratitude, expressed Peru's dedication to ensuring an unparalleled experience for athletes and spectators alike. With a pledge of support from over 33 million Peruvians, Lima stands poised to deliver a spectacular event.

While the dates for the 2027 Games remain undetermined, indications suggest September as the preferred timeframe, capitalizing on Lima's favorable spring climate.

As Peru embarks on this exhilarating journey, the world eagerly awaits the grand spectacle that awaits in 2027.

Article Source: <https://andina.pe/agencia/noticia-peru-lima-chosen-to-host-2027-pan-american-and-parapan-american-games-977771.aspx>



AI-POWERED CHAT PORTAL

Transform your business landscape with Business Link

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