# Durreen Shahnaz, Pioneer in Social Impact & Founder of the World's First Social Stock Exchange- Episode 309

## In this Episode:

- Durreen shares her journey from growing up with constrained life to working as the first Bangladeshi woman on Wall Street, to becoming a global leader in impact investing
- How she started Impact Investment Exchange and her goal for SMEs to be appreciated not only just by their financial return but also the impact that they're creating in terms of the social and environmental returns
- The Women's Livelihood Bond which is focused on creating livelihood for women since women have the hardest time raising more capital
- Her new book, The Defiant Optimist: Daring to Fight Global Inequality, Reinvent Finance, and Invest in Women, and the strategies for placing women, the underserved, and the planet at the heart of systems
- Why it's important for us not to see ourselves through someone else's lens

## Notable Quotes:

"I found my voice and I think it was incredible to be able to sort of experience that."

"If you're going to have economic growth, if you're actually going to help in terms of connecting the different markets in the world, we really need to be working with the small medium businesses and getting them off the ground."

"The deeper impact that's created, the better the companies operationally perform."

"This whole notion of creating a whole new table where all of us are sitting across as equals is beautiful."

“You could actually change people's lives through financial decisions.”

“Believe in yourself and do not see yourself as a reflection of what others are thinking of you.”

“If you intensely believe in something, you need to go for it because it'll keep on haunting you if you don't.”

## Pearls of Wisdom:

1. Always have a North Star. It can’t be something that someone else does for you, it has to come from you.
2. If you are going to take on something, have the tools to do it.
3. Believe and practice inclusion.

## Resources:

**Durreen Shahnaz** is the founder of Impact Investment Exchange (IIX) and IIX Foundation. Her work has helped thousands of entrepreneurs, investors, governments and impact stakeholders around the world to play a role in sustainable development and women’s empowerment. As a pioneer in social impact, Shahnaz has led IIX to create the world’s first social stock exchange, the largest crowdfunding platform for impact investing (Impact Partners) and innovative financial structures such as the Women’s Livelihood Bond series. Shahnaz developed industry benchmarks such as Impact Reporting and Investment Standards (IRIS), the generally accepted performance metrics for impact investors and is launching IIX Values, a technology-driven impact measurement and management platform.

**Website:** https://defiantoptimist.com/

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**Facebook:** https://www.facebook.com/IIXglobal

**Youtube:** https://www.youtube.com/user/iixasia

**Other:**

**IIX Foundation LinkedIn:** https://www.linkedin.com/company/iixfoundation/

Get 20% off and free shipping on Durreen's new book, The Defiant Optimist at BroadleafBooks.com. Or use the code Defiant20!

Link to this show: https://www.kamiguildner.com/ewr-durreen-shahnaz-eps-309/

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