



# Do Good Well: Your Guide to Leadership, Action, and Social Innovation

By Nina Vasan, Jennifer Przybylo

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## An Amazon #1 Best Seller

Practical, wise, and witty, *Do Good Well* is a groundbreaking book that offers a comprehensive and readily adaptable guide to social innovation that not only captures the entrepreneurial and creative spirit of our time, but also harnesses the insights, wisdom, and down-to-earth experience of today's most accomplished young leaders.

Written in a fresh voice and a dash of humor, *Do Good Well* avoids the typical generalized takeaways and overly simplistic "how-to" advice which lacks a grounding in a larger context. It delivers instead a winning combination of theory, anecdote, and application that walks you through the process of identifying a problem, developing an action plan, and then executing the plan in a way that will get results.

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### Editorial Review

#### Review

"This book is the primer for social innovation. Nina Vasan and Jennifer Przybylo are leading their peers to become the socially responsible, creative generation that the world is waiting for."

**- Muhammad Yunus, Nobel Peace Prize Laureate and Founder of Grameen Bank**

"The book we've all been waiting for - brilliant and full of energy, this manual provides the tools and step-by-step instructions to transform anyone into a leader of social change. So hands-on and high-yield that it will never gather dust!"

**-Nancy Lublin, CEO of DoSomething.org**

"...a practical field guide for young people wanting to change the world"

**- Nick Kristof, *New York Times* columnist and Co-Author of *Half the Sky***

"*Do Good Well* serves as a catalyst to help those who want to accelerate social change. It is the 'go to' reference on how citizens can make a big impact in their communities and around the world!"

**-Sonal Shah, First Director of the White House Office of Social Innovation and Civic Participation**

"As a college professor, I see energetic students everyday who aspire to 'change the world.' *Do Good Well* fills a critical void by giving these passionate individuals the know-how to lead meaningful action and maximize their impact. A book that is most impressive in both the breadth and depth of topics it covers and the sageness of the advice it provides."

**-Christopher Winship, Diker-Tishman Professor of Sociology at Harvard University**

"An outstanding leadership guide that empowers young entrepreneurs to be the change and take action today. An essential companion for the classroom, boardroom, and chatroom."

**-Alan Khazei, Co-Founder of City Year and Founder of Be The Change, Inc.**

"Nina and Jennifer have designed a simple and elegant method to help readers solve problems and pursue their dreams. The ideas and information assembled contain essential insights to encourage, guide, and inspire!"

**-Jessica Jackley, Co-Founder of Kiva.org**

"Nina Vasan and Jennifer Przybylo offer a thorough and compelling road map to starting and managing effective, collaborative, and sustainable social ventures. They share advice in a unique voice that combines the encouragement of a coach, the acumen of a CEO, and the honesty of your best friend."

**- Lauren Bush Lauren, Designer, Social Entrepreneur, and Co-Founder of FEED**

From the Author

***YOUR GUIDE FOR TURNING IDEALISM INTO IMPACT***

*Do Good Well* is for anyone who wants to make an impact. A practical, personal leadership manual, *Do Good Well* shows that by taking action and harnessing creativity and innovation, you can chip away at daunting social problems - helping to lift people out of poverty, improve health, protect the environment, advance human rights - you can lead lasting social progress next door and across the world. Written with a fresh voice and a dash of humor, *Do Good Well* is a unique resource that draws upon the experiences of today's most talented young leaders to deliver a winning combination of self-discovery, how-to, and best practices, to fuel, guide, and maximize your impact.

**THE VISION.** You see inequalities and injustices everyday on the news and in your community, but how can you identify a problem that not only needs you but also captures your individual passions, values, and strengths? Part I begins at square one, by discovering who you are as a leader. It guides you through the interactive process of finding your cause, analyzing said cause through a new lens that filters the best opportunity points for change, and then brainstorming ideas that have promise and potential.

**THE METHOD.** There are a lot of good ideas out there, but how do you turn an idea into a solution? Part II presents the Do Good Well Method, a game plan for problem solving that bridges the gap between good intention ("doing good") and lasting results ("doing good *well*"). The Method can be applied to any idea, any community, and any action, from strengthening a neighborhood public service project to launching a business. Follow the Do Good Well Method's 3 core principles - Do What Works, Work Together, and Make It Last - to establish a solid foundation of effective, collaborative, and sustainable action to drive your unique brand of leadership.

**THE TOOLS.** Part III is packed with the step-by-step instructions and nitty-gritty details necessary to execute your action plan efficiently. Each chapter is devoted to a specific task or skill, from those you'll need when starting off to the ones that will facilitate growing and engineering sustainability. And because each chapter in Part III has contributions from expert young leaders, you'll benefit from their honest advice and anecdotes as well as high-yield tips inspired by their successes and mistakes.?

Your time to lead is now. Social responsibility can be a lifestyle, made up of efforts small and large. Whether you're working in a boardroom, classroom, or chatroom, whether you're an entrepreneur, activist, scientist, artist, leader of a business or nonprofit, or a student eager to unlock your potential, *Do Good Well* is your partner, empowering you to turn your idealism into impact.

## ***TOP 10 WAYS TO USE DO GOOD WELL***

### **Become a Leader**

Are you eager to tackle the problems of the world, but just don't know where or how to get started? *Do Good Well* provides an introduction to a wide variety of causes that need your help, then shows you how to identify the problems you're not only passionate about, but are also uniquely suited to solve.

### **Inspire Friends and Family**

Do you know someone you'd like to encourage to actively engage in the world around them, someone whose leadership potential is great, but who has yet to fully realize that potential? *Do Good Well* celebrates the wonderfully exciting socially-conscious era in which we live, and this enthusiasm is infectious. But *Do Good Well* does more than just inspire individuals to action - it gives them the tangible tools to take the next critical steps.

### **Kickstart an Idea**

Perhaps you've already identified a cause you're passionate about, and have already thought of potential

solutions to the problem. How do you tell a good idea from a bad one? How do you execute the idea in a way that yields compelling results? *Do Good Well* walks you through how to size up a potential solution, as well as strategies to maximize its chances of success. Emphasis is placed on evidence-based solutions, collaboration, and innovation.

### **Strengthen a Group**

Are you already working toward solving a particular problem, but you find you could use a helping hand to guide your actions? Maybe you suspect your efforts aren't as effective as they could be, or you've been considering incorporating as a non-profit but aren't sure how. Perhaps you're looking for specific ways to build a team mentality, cultivate partnerships, or engineer greater sustainability into your work. *Do Good Well* features targeted, step-by-step advice in these and many more subject areas, helping you increase your impact both now and in the future.

### **Revitalize an Organization**

If your organization isn't quite what it used to be, if your membership is dwindling or your impact is waning, *Do Good Well* has the tools you need to give your group a tune-up. From proven strategies in media and marketing to attract more members, to troubleshooting techniques and re-launch campaigns, *Do Good Well* will help you not only dust off the cobwebs, but also fortify your group against future problems.

### **Classroom Instruction**

Packed with worksheets to engage students, case studies to illustrate key points, and thought-provoking questions and anecdotes to make the journey even more enjoyable, *Do Good Well* presents a highly adaptable and readily understandable model for social innovation and community action. The book is easily integrated into any curriculum, from a half-day standalone event, to a year-long multi-part course. *Do Good Well* is your partner in inspiring, motivating, and empowering today's students and young adults.

### **Manage Clubs and Organizations**

*Do Good Well* is the perfect addition to any community or campus group interested in innovation, organizational growth, and expanded impact. Page after page is filled with down-to-earth, readily applicable advice you'll be able to easily incorporate into your group, from day to day activities and special events to and long-term direction and sustainability.

### **Leadership Workshops and Trainings**

The skills and attitudes so critical to effective leadership are developed at length in *Do Good Well*, with ample exercises and worksheets to reinforce these lessons. From leading a team and working with friends to building partnerships and transitioning leadership, *Do Good Well* is a fantastic text for workshop and training facilitators looking for a single resource to guide and augment sessions.

### **Group Retreats**

Enhance your group retreat with *Do Good Well*. Whether your group is a student organization, non-profit, business, religious group, or service group, *Do Good Well* will help you nurture leadership and problem-solving skills within your community.

### **Self-Improvement Efforts**

Self-knowledge is the key to identifying the causes and problems that inspire an individual to greatness. *Do Good Well* was designed with this key principle in mind, and as such, features a number of reflection exercises and worksheets designed to help you understand not only your key motivators and values, but also your greatest personal strengths and weaknesses. Armed with this knowledge, you'll be a more effective leader and find greater satisfaction in your work to change the world for the better.

## From the Back Cover

Written with a fresh voice and a dash of humor, *Do Good Well* is a groundbreaking book that offers a comprehensive and readily adaptable guide to social innovation that not only captures the entrepreneurial and creative spirit of our time, but also harnesses the insights, wisdom, and down-to-earth experience of today's most accomplished young leaders. *Do Good Well* delivers a winning combination of theory, anecdote, and application, giving you the framework you need to turn your idealism into action and make an impact next door or across the world.

The authors present a 12-step process that empowers readers to act on their passions and concerns. This process is organized into three parts: Do What Works, Work Together, and Make It Last. They offer specific guidance for following the process through practical and prescriptive actions such as building organizations, fundraising, launching activism campaigns, creating partnerships, and incorporating as a business or non-profit. The book incorporates accounts of young people in action, and always reinforces the message that social innovation can be a lifestyle, made up of efforts small and large. It is not an all-or nothing proposition, and anyone can affect social change.

## Users Review

### From reader reviews:

#### Martha Wilson:

What do you concerning book? It is not important along? Or just adding material when you need something to explain what you problem? How about your extra time? Or are you busy man or woman? If you don't have spare time to do others business, it is give you a sense of feeling bored faster. And you have extra time? What did you do? Everyone has many questions above. They should answer that question since just their can do which. It said that about reserve. Book is familiar in each person. Yes, it is right. Because start from on guardería until university need this specific Do Good Well: Your Guide to Leadership, Action, and Social Innovation to read.

#### Debbie Gagnon:

Typically the book Do Good Well: Your Guide to Leadership, Action, and Social Innovation will bring that you the new experience of reading some sort of book. The author style to spell out the idea is very unique. In case you try to find new book to read, this book very ideal to you. The book Do Good Well: Your Guide to Leadership, Action, and Social Innovation is much recommended to you to see. You can also get the e-book from the official web site, so you can more readily to read the book.

#### Melanie Fox:

A lot of people always spent their very own free time to vacation or maybe go to the outside with them friends and family or their friend. Are you aware? Many a lot of people spent they free time just watching TV, or perhaps playing video games all day long. If you need to try to find a new activity this is look different you can read the book. It is really fun for you. If you enjoy the book you read you can spent all day long to reading a guide. The book Do Good Well: Your Guide to Leadership, Action, and Social Innovation it is extremely good to read. There are a lot of those who recommended this book. These people were enjoying reading this book. In the event you did not have enough space to create this book you can buy

typically the e-book. You can more effortlessly to read this book out of your smart phone. The price is not too high but this book has high quality.

**Rosemary Perez:**

In this period globalization it is important to someone to find information. The information will make someone to understand the condition of the world. The healthiness of the world makes the information simpler to share. You can find a lot of recommendations to get information example: internet, newspaper, book, and soon. You can see that now, a lot of publisher which print many kinds of book. The book that recommended to your account is Do Good Well: Your Guide to Leadership, Action, and Social Innovation this book consist a lot of the information on the condition of this world now. This particular book was represented how do the world has grown up. The terminology styles that writer value to explain it is easy to understand. Often the writer made some research when he makes this book. This is why this book appropriate all of you.

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