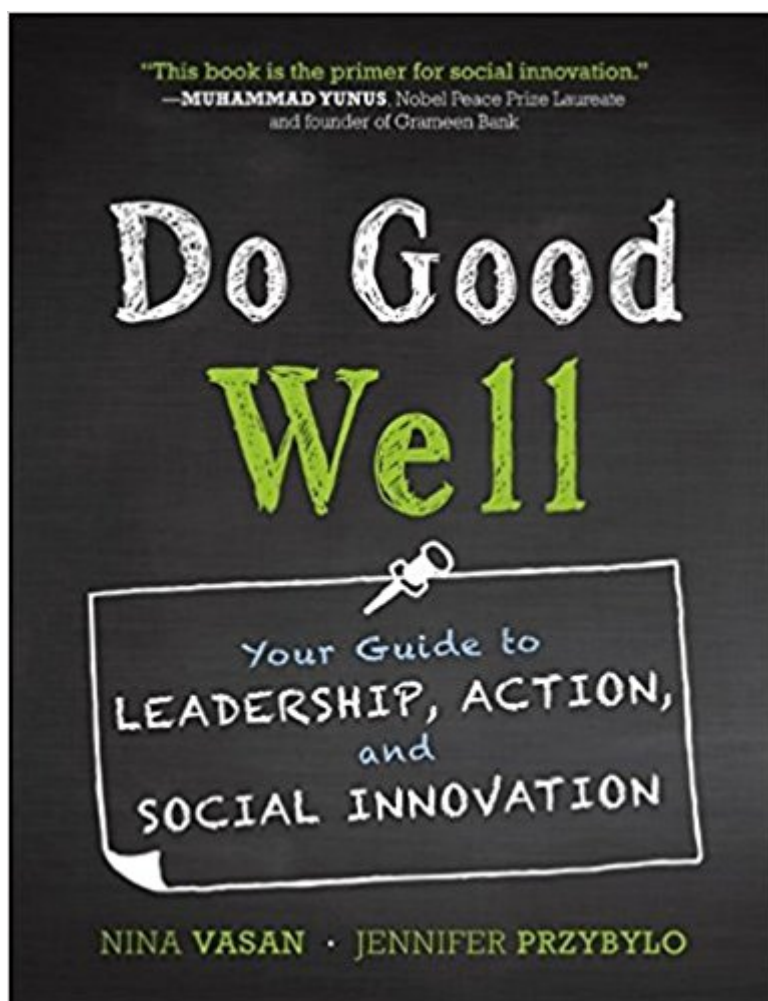




The book was found

Do Good Well: Your Guide To Leadership, Action, And Social Innovation



Synopsis

An #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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Customer Reviews

"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

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.

This book demonstrates the remarkable power of combining focused efforts with passion for a cause. The authors take goals that can seem overwhelming and divide them into manageable

step-by-step tasks. The book is engaging, written with plenty of personality, and peppered with advice drawn from an impressive collection of experts. The methodology of the book (do what works - work together - make it last) is discussed in depth, with options thoroughly explored. Having served on several nonprofit boards over the years, I found the chapter discussing how to revitalize a team suffering from a lack of energy especially insightful for any organization. As the authors note, every day is an opportunity. This is a book that can inspire every reader to understand just how much can be accomplished with passion and focus. It's exciting to contemplate what good works this book may inspire.

I heard about this book last month through a friend who is a classmate of the author, and was eager to check it out. This rarely happens, but my already-high expectations were actually surpassed. The volume of useful insight and advice in *Do Good Well* is the type of understanding that takes years to amass. It's like an encyclopedia or textbook with the number of topics it covers and, in so doing, has something valuable to offer everyone. *Do Good Well* should be on the bookshelf (or rather in the hands of) every college student.

Reading this book, I wish it would have been available during my college days. It's both a text book and a way to live. Find a subject you're interested in and you can help mold the world into a better place. Social justice should be a priority for all. This book helps make the world a better place for all in the 21st Century. A book for all ages: it's never too late to grow in this shrinking world of ours.

This is a great guidebook on how to start, lead and grow non-profit or volunteer organizations or student groups, and I wanted to call attention to it because it's coming from a unique and fresh perspective. Like any book, the strengths of *Do Good Well* derive from the experiences of its authors. In this case, Nina Vasan and Jennifer Przybylo both have amazing resumes in founding, participating in and strengthening non-profit and social change organizations, on scales ranging from neighborhood groups to international NGOs (check out their bios in the "more about the authors" section for details). In that sense, they're the perfect guides to this subject: they've been where you (or your students) are and know what works. At the same time, I was (pleasantly!) surprised by how approachable and engaging the writing was: the authors take an informal, conversational tone and come off as the opposite of "preachy" (for lack of a better word) -- they're not afraid to use mistakes they've made to illustrate a point. Another big plus is the level of attention to detail: this book covers absolutely EVERYTHING at all stages of your group's development, from

choosing a name to incorporating as a non-profit organization. I think this is one of the main factors differentiating Do Good Well from other books on this topic: the focus isn't why you should be working to make things better (I mean, if you're picking up a book on this subject, presumably you don't need to be convinced about that), or biographical stories of people who've been successful doing that, but a thorough and practical how-to guide for achieving real social change. If you've ever wanted to make a difference in your community but thought that it would be too much work, or didn't know where to begin, then this is DEFINITELY the book for you. At the same time, though, it doesn't read like a dry reference manual: its 560 pages (I said it was thorough!) are divided up into many short, manageable sections. It's also written in an informal, humorous style, and as a reader I found this conversational tone to be very engaging. The main text is supplemented by many case studies and commentaries which were contributed by other authorities, as well as self-test questionnaires to help focus your thinking, in addition to some cute cartoons. According to the book's preface, it's been in development for a decade, and the polish and thoughtfulness show -- but it's also fully up-to-date, and a major focus is how to make the best use of internet resources for organization and publicity. To summarize, I think Do Good Well occupies an absolutely unique place in the literature and is superbly executed. It'll be the first thing I recommend to anyone with an interest in starting out in volunteer work, non-profits or social entrepreneurship.

Nina clearly knows what she is writing about. Very interesting advice, especially for those young high school students getting ready to venture out into the world.

Got this package in the mail and extremely satisfied with both the content of the text and the applicability of the concepts to my social venture practice. Such a great purchase!

I've been a firm believer in the value of social innovation and worked in several organizations both in the US and abroad that could have used the guidance provided in this book. Nina and Jennifer have identified an extremely important and growing need and "Do Good Well" offers very practical advice on how to address challenges in social innovation. If I still worked at my old organization, I would have bought all my colleagues a copy of this book!

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