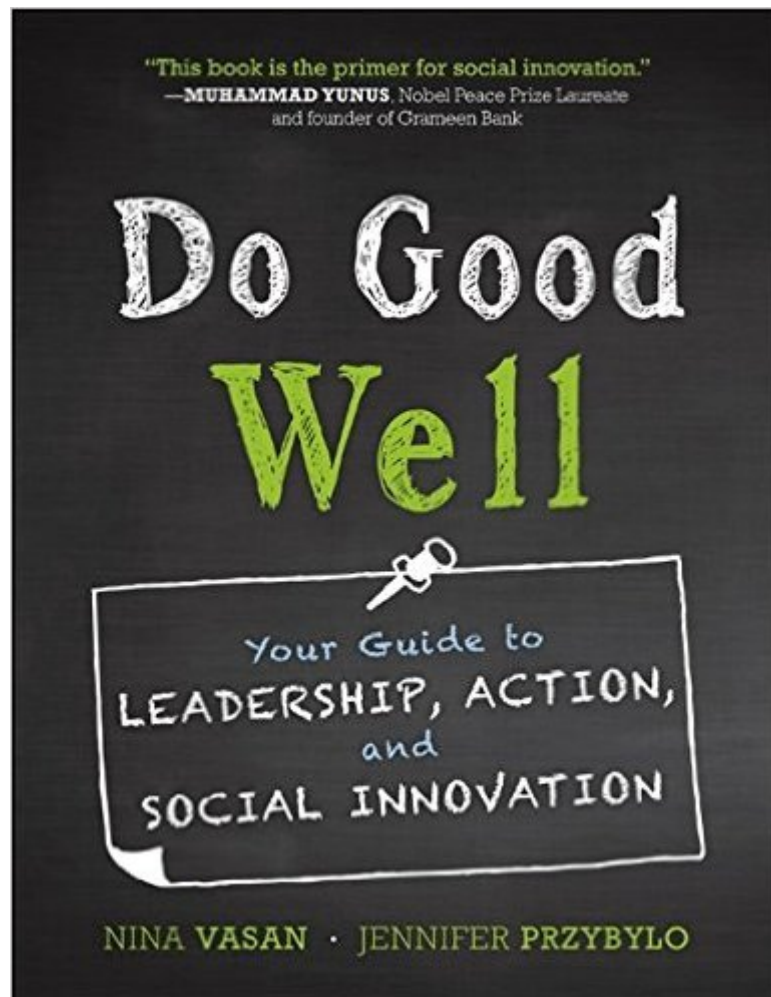


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# Do Good Well: Your Guide To Leadership, Action, And Social Innovation



## 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.

## Book Information

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## Customer Reviews

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.

I love this guide! Nina Vasan and Jennifer Przybylo have done an amazing job of making informative material a lot of fun to read. You can tell these girls have done their homework because they have a lot of references to published literature and interesting studies in business, leadership, management, psychology, and sociology. To that they've added stories of social enterprises, nonprofits, and student organizations of all sizes from the famous to home-grown. These make the book good, however a number of other books offer similar information. What really makes *Do Good Well* stand out is: (1) IT'S EMPOWERING. When other books talk about "taking action" they either only discuss simple tasks like "call your Senator's office" or "donate \$20", or tell the story of people who did great work but don't explain how you as the reader can do meaningful work. *Do Good Well* is the ultimate how-to handbook, a practitioner's DIY (or DIT, "do-it-together" as the authors would say). (2) IT'S "REAL". It's obvious the authors are leaders and social innovators themselves because *Do Good Well* has lessons galore from their personal experiences, giving it a flavor of authenticity. Also I like that they don't paint themselves as perfect leaders, but are honest and comfortable explaining where they made mistakes and how to prevent you from doing the same. (3) IT'S FUN. *Do Good Well* is jam packed with page-long exercises and opportunities to discuss the material with larger groups like a friend, the team you're working on, your class, etc. Also the authors break down big topics into digestible bites, so the material is much more engaging. Bonus: cute drawings. Not all of them help to better understand the content, but they make the experience of using the book much more fun.

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