



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

Nina Vasan, Jennifer Przybylo

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97% of Millennials say it's important for them to engage in work that has a positive impact on the world. Their drive to make an impact has transformed everything from the way teenagers use their spare time, to the classes college students take, to the careers that young adults pursue. However, many Millennials (and people) struggle with the application and implementation of their idealistic intentions; they want to "do good" and solve the problems they see everyday on the news and in their communities, but they are not sure how to get started, or how to strengthen and sustain their efforts once they've taken flight. That's why internationally recognized and award-winning young leaders Nina Vasan and Jennifer Przybylo wrote *Do Good Well: Your Guide to Leadership, Action, and Social Innovation*. *Do Good Well* is a groundbreaking leadership guide that provides a comprehensive and concrete roadmap to making a positive and lasting impact.

Written with a fresh voice and a dash of humor, *Do Good Well* offers students and young adults a practical and hands-on way to establish their unique brand of leadership. Beginning with the knowledge that all impactful change starts from within, the book helps them first figure out who they are and how to best harness their talents and creativity to do good. Next, it provides a 12-part framework for developing solutions that can break through any barriers to change. This process is simplified into three core principles: **Do What Works**, **Work Together**, and **Make It Last**. The final portion of the book gives readers the tools and step-by-step instructions they'll need to execute their ideas and maximize their impact.

Do Good Well captures the entrepreneurial and creative spirit of our time by drawing upon the experiences of today's most talented young leaders. Incredibly versatile, the book delivers a winning combination of interdisciplinary research, case studies, personal anecdotes, practical advice, worksheets, and reflection questions. As a result, it is an ideal partner both as an individual read and in the group setting (managing businesses, nonprofits, or clubs; facilitating student affairs programs; teaching courses on entrepreneurship or service learning; running leadership workshops and trainings, etc.) It is the comprehensive must-read for anyone motivated to effect meaningful, sustainable change.

"In our own experiences trying to do a bit of good, we did a few things right, and more than a few things wrong. We looked but could not find a clear roadmap for creating social change, so we employed a trial and error approach. And we weren't alone - our friends, classmates, and even the groups we most admired were also frustrated by the lack of a how-to guide to action. One of the biggest lessons we've learned is that real value comes not from a great idea, but from great execution of that idea. We realized that we had an opportunity to improve the way that people do good, to create an actual process built on evidence and experience. That's why we wrote this book, to fuel, guide, and maximize the impact readers make." Author Nina Vasan said.

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