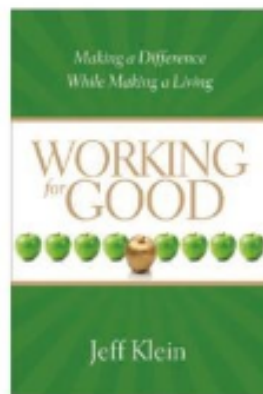


## BOOKS

### **Working for Good: Making a Difference While Making a Living**

By Jeff Klein

(Sounds True Publishing)



*Working for Good* is not just a book. It is an approach to business and an approach to life, one that is long overdue in our world. In fact, the very future of our world may hinge on whether businesses start to understand that ultimately, they are working

for something much more than simply shareholder return.

This book is also far more than an argument about capitalism or the right way to do business or make money. The book is about people and how each individual's holistic health contributes to the health and strength of his or her company and society at large. As my dad used to say, the only problem with companies is that they are filled with people. Jeff Klein realizes that all of our organizations — for-profit, nonprofit and government — are just collections of people. If we change the people, we change the organizations. If we change the organizations, we change the world.

To this end, *Working for Good* is based on fundamentally transforming the way we as individuals see ourselves and our work in the world. Increasingly, people are asking more of themselves, their jobs and their roles as global citizens, but this often leads to a dilemma: Do I work for my own survival, or do I work for the greater good? For Klein, they are one and the same. No matter where you work or what you produce, what you do matters and can make a difference. These are Klein's fundamental assumptions and are both the result and the guiding force of the Working for Good system.

Starting with these assumptions, Klein

walks us through five interrelated practices. By strengthening us as individuals, these practices aim to strengthen the work we do, the companies we work for and ultimately the world we live in. Klein devotes an entire chapter to each practice, offering us numerous practical exercises, inspiring quotations, and examples to guide us along the path to a deeper and richer personal and work life. Klein tells his own story in his book and has been in the trenches of for-profit and nonprofit organizations. He walks the walk and teaches what he has learned and lived.

*Working for Good* presents us with more than a new method to make millions or vague prescriptions on how to change the world. It presents a fundamental realignment of personal and business priorities, arguing that by changing ourselves and realigning our own values, by working on ourselves first and projecting that strength into our everyday lives, we can and will make a difference both in our work and the world. In our current dire economic and ecological straits, Klein's prescription for change is a much-needed breath of fresh air and optimism.

— DOUGLAS CARLTON ABRAMS