

WORKING for GOOD®



My journey into Working for Good probably began in middle school, but it really sunk in during my senior year in college when I took a course entitled Possibilities for Social Reconstruction, with an extraordinary professor named George Morgan.

Since then, among other things, I have worked for Robert Rodale (researching and writing on natural resource and social economics), started a music company called Private Music, managed Yanni, helped launch Spinning (the workout on a stationary bike), managed Seeds of Change (the organic Seed company), managed the development of a retreat center in southern Baja California, helped launch ChiRunning, developed Cause Alliance Marketing® and consulted to Esalen, National Geographic, the Institute of Noetic Sciences, Peace Cereal, among others, and built FLOW, now called Conscious Capitalism, Inc., and developed the Conscious Business™ Alliance, Accelerating Women Entrepreneurs™ Alliance, and the Peace Through Commerce® Alliance.

With the release of *Working for Good: Making a Difference While Making a Living*, I am happy to launch the business of Working for Good, and to invite you to join the Working for Good movement.

Yours in Working for Good,

Jeff Klein

WORKING FOR GOOD® is a business, brand, and integrated system of practical products and services designed to support entrepreneurs, business leaders, intrapreneurs, and social change agents to cultivate the skills that foster conscious businesses and social enterprises—effectively engaged in addressing pressing social and environmental issues, to create a more sustainable world with happier, healthier people.

“Working for Good provides insights, inspiration, and tools for cultivating the skills to do exceptional things in service to your business and the greater good.”

—Chip Conley, Founder & CEO of Joie de Vivre & author of *PEAK: How Great Companies Get Their Mojo from Maslow*

CONTEXT

If you put a frog in a pot of cold water and gradually increase the heat, it will stay in the water until it cooks to death. If you try to put the frog into a pot of hot water, it will do everything it can to escape and avoid the experience.

We are being called by scientists and observers of nature and social trends to jump out of the pot before we get cooked. In many ways, climate change may be a metaphor for greater social and environmental issues, and an overall call to awakening—to find a healthier, more sustainable path.

Business has always been a powerful force for positive change, driving innovation, addressing pressing needs, generating wealth, in its many forms. The context in which business operates is transforming profoundly, with consumers, employees, communities, and other stakeholders placing ever-increasing expectations for business to play a leadership role in addressing pressing social and environmental issues.

For more than a decade, consumer polls have indicated that people expect companies to provide more to the community than selling products and services, and they reward companies that are good citizens. And people—as consumers, employees, investors, and citizens—are looking for deeper meaning and purpose, in their work and their lives.

Members of the Millennial Generation almost require that the companies they work for, buy from, or build have a higher social purpose and act responsibly. A ConeRoper poll indicates that 88 percent would be likely to switch from one brand to another brand, about the same in price and quality, if the other brand is

associated with a good cause (compared to an average of 79 percent for all adults)

20 percent of the 2009 graduating class at Harvard Business School have signed “The M.B.A. Oath,” a voluntary student-led pledge that the goal of a business manager is to “serve the greater good.” At Columbia Business School, all students must pledge to an honor code: “As a lifelong member of the Columbia Business School community, I adhere to the principles of truth, integrity, and respect. I will not lie, cheat, steal, or tolerate those who do.” In both cases, these oaths were catalyzed by student initiative.

New York Times columnist and best-selling author Thomas Friedman believes that the economy has “hit the wall” and Jeffery Immeldt, CEO of GE, states that we have “hit the reset button on the economy.” Both are calling for new ways of looking at and conducting business, with increased focus on long-term sustainability and the greater good.

Fortunately, new models for the conduct of business are emerging in which entrepreneurs and corporate leaders acknowledge that business has a higher purpose and operates in and as interdependent systems of stakeholders.

Managing a conscious business, becoming a social entrepreneur or a change agent at work requires vision, understanding, and deep skills to foster alignment, engagement, and collaboration.

This is the context for **Working for Good**. Cultivating the vision, understanding, and skills is our purpose, our passion, and our business.

