

"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

Do Good Well

Your Guide to Leadership, Action, and Social Innovation

By Nina Vasan & Jennifer Przybylo

97% of Millennials say it's important for them to engage in work that has a positive impact on the world. The message is clear: today's younger generations deeply value social responsibility; they feel an obligation to "do good" and solve the problems they see everyday on the news and in their communities. 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", but 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** (Jossey-Bass, 576 pages, ISBN: 978-1-118-38294-3, \$30.00 / Paperback and e-book). Already a #1 Amazon Best-Seller, *Do Good Well* is a groundbreaking leadership guide that provides a comprehensive and concrete roadmap to making a positive and lasting impact.

Sonal Shah, First Director of the White House Office of Social Innovation and Civic Participation, calls the book "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!"

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.

"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." Vasan said.

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. It is the comprehensive must-read for anyone motivated to effect meaningful, sustainable change.

Where to Find The Book

[Amazon](#)

[Barnes and Noble](#)

[Wiley](#) (Get 25% off by using the code HAE25 at checkout)

If you're interested in getting an evaluation copy of *Do Good Well*, please click [here](#).

Do Good Well.org

The Do Good Well team saw that there was so much energy behind this ‘do good’ movement, but not enough going on to unite people and help them work together. That’s why they launched dogoodwell.org, to create the supportive network needed to sustain young leaders. Readers can join the community and benefit from resources including mentors, partners, and funding. Do Good Well aims to empower Millennials to harness their idealism and transform it into impact.

Do Good Well’s “Share What Works” Contest – Awarding Prizes to Young Leaders

Millennials! Have you taken part in a project or spearheaded a team (nonprofit, business, school club, etc.) that made a meaningful impact? Share your failures and successes to help ensure that others can use and improve on your work. The contest has 2 categories, Sharing Outcomes and Sharing Resources. The Grand Prize Winner in each category will receive \$500! Learn more and enter on the [Do Good Well website](http://dogoodwell.org).

About the Authors

Nina Vasan grew up in West Virginia in a family and community committed to social responsibility. In high school she worked with the American Cancer Society to launch ACS Teens, an online network and incubator for social change that trained, mentored, mobilized, and united student volunteers, empowering them to make an impact. For her leadership as a young social entrepreneur, Nina was recognized as one of ‘America’s top 10 youth volunteers’ by Prudential’s Spirit of the Community Awards, a Young Adult Winner of the National Caring Award, a Girl Scouts National Young Women of Distinction, and an Olympic Torchbearer. She studied Government at Harvard, graduating as one of *Glamour Magazine’s* Top 10 College Women. During the 2008 Presidential Election, she served as Co-Leader of Battleground State Outreach for Barack Obama’s Health Policy Advisory Committee and internationally, she worked at the World Health Organization in the Office of Director-General Dr. Margaret Chan. Nina is currently an MD student at Harvard Medical School and will be starting residency in psychiatry at Stanford, where she hopes to continue applying the methods of innovation and entrepreneurship to improving health, building community, and advancing opportunity.

Jennifer Przybylo has dedicated her life to service. Her first volunteer experiences in grade school led her to jump headlong into service work, eventually earning national recognition for her community leadership. In high school, Jennifer was named Illinois’s top high school volunteer by the Prudential Spirit of Community Awards, honored as a United States Senate Youth Program Delegate, and selected a Toyota Community Scholar. In college, she served as chair of Yale’s Undergraduate Organizations Funding Committee, the body responsible for distribution of university funds to more than 300 student groups. She was also co-president of Yale’s Peer Health Educators, served on the Dean’s Office Committee on Undergraduate Organizations, and held a position on the executive committee of the Yale College Council. At graduation, she received the prestigious Boell Prize for excellence in senior research. She then earned an M.Phil. in computational biology at University of Cambridge, where she was a member of the executive board of Cambridge University Entrepreneurs. She is currently an MD student at Stanford University School of Medicine, where she continues to be actively engaged in both research and her community.

Reviews

“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*

“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

“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