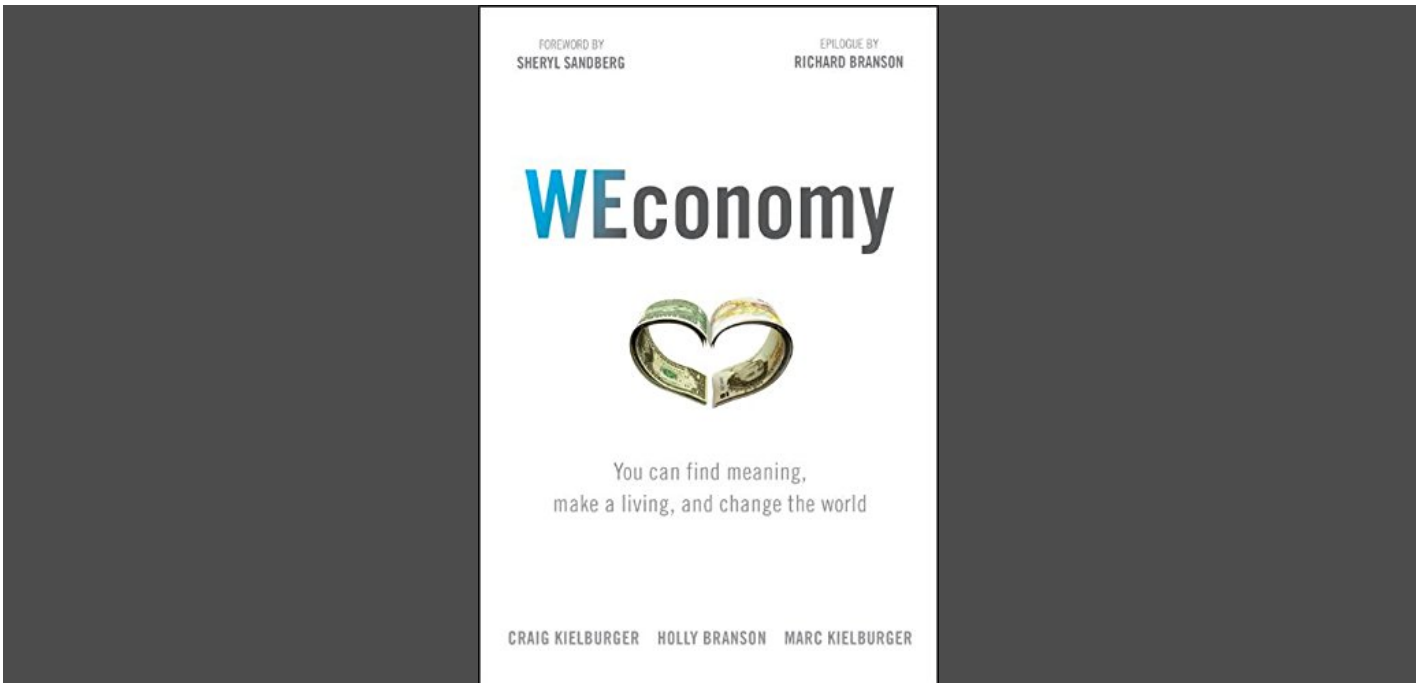


PDF | WEconomy: You Can Find
Meaning, Make A Living, and Change
the World

by Craig Kielburger, Holly Branson, and Marc Kielburger



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Your guide to 'Business with Benefits'... for All!

Purpose and profit are powerful human motivators. Combined, this power can change the world.

WEconomy is your guidebook to the greatest evolution in business since the assembly line. Discover the secret to achieving purpose with profit in your career and company, all while driving positive impact.

Do you crave more meaning in your job? This book is your roadmap. *Are you seeking to inspire employees?* CEOs are discovering that purpose is the key to increasing productivity and retaining top performers. If you're in sales, unleash the power of purpose to inspire customers to be passionate brand ambassadors. If you are an aspiring social entrepreneur, learn how to massively scale your mission.

Get paid to change the world —*who wouldn't want to be the person doing that?*

Uncover the methods of megastars like Oprah Winfrey, Earvin “Magic” Johnson, and Sir Richard Branson, who make the world a better place through purposeful—and highly successful—business strategies. The stellar authorial team share in candid detail, the setbacks and achievements they experienced building successful enterprises and charities—with purpose.

With the tips inside this book, you, your business, or your charity can:

- Find a cause that drives you and your career goals to new heights
- Create a job that you love and be celebrated by your peers, boss, and industry
- Inspire brand fanatics to stay loyal to you, your company, and your cause
- Add a halo to your product, grow your geographic reach, innovate for “the next big thing,” engage Boomers to Gen Z, and much more!

This is your blueprint for living by your personal values, achieving career success, and changing the world.

Additional Praise for WEconomy:

“WEconomy shows us, in surprising and engaging stories, how a yearning to succeed in career can also be a calling to contribute to the betterment of society. This is a playbook for those of us who are obsessed with a purposeful life at home and at work.” -Satya Nadella, CEO of Microsoft

“Full of inspiring examples and practical ideas, WEconomy is a must read for any in business - large or small - looking to harness among their colleagues the power of that most natural and potent of human instincts - a sense of purpose.” -Paul Polman, CEO of Unilever

“The WEconomy, is a blueprint for businesses wanting to achieve success while making the world a better place. Businesses that see the human, not just the customer - and see the whole person, not just a payroll number. Through engaging stories and personal experiences the authors show us that the WEconomy is happening now, and importantly, WE are all responsible for its success.” - Sara Blakely, founder/owner of Spanx brand

“The biggest growth market for companies today is to join in the cause of solving society’s ills. WEconomy is a fresh and innovative guide for galvanizing all of us to action.” -Tom Wilson, Chair of the U.S. Chamber of Commerce and CEO of Allstate

“Is it possible to merge purpose with work? Yes! WEconomy inspires us to channel our diverse backgrounds, experiences, and talents into serving causes that really matter to us and our communities.” -Lynne Doughtie, U.S. Chair and CEO of KPMG

“WEconomy is an indispensable handbook for anyone who sees the need to improve the world, who wants to retain and engage employees – or simply has a mandate to drive profitability.” – Jane Francisco, editor in chief, Good Housekeeping

“As global citizens, it is important that we all decide how we can help build a better future for everyone who inhabits this planet. A planet we must come to realize we all share. In the WEconomy, Holly, Marc and Craig share, not only entertaining and insightful stories, but top tips on how, both personally and professionally, we can work together to achieve just that.” -Scooter Braun, Entrepreneur and Founder of SB Projects

“As people continue to look for meaningful ways they can uniquely contribute personally and professionally to this world, WEconomy illustrates ways we can all do good and do well.” -Pete Carroll, Head Coach of the Seattle Seahawks, NFL Champions

“Through fun, inspiring and revealing stories the authors, not only bring the WEconomy to life, but bring the reader along for the ride. As the most connected generation in history, never before has there been such an incredible opportunity to make the ‘WE’ a powerful movement for positive change.” -Ed Sheeran, Grammy Award-winning singer / songwriter



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