



A CONVERSATION WITH LARA GALINSKY

Why did you decide to write this book? And why now?

Over fifty-five percent of Echoing Green's Fellowship program semifinalists have been younger than 35 for the past four years. This reflects what we have been reading in recent studies: that helping others who are in difficulty' is a top *personal* objective for the Millennial generation, and that working for a cause is a top *work* objective.

However, again and again members of this generation tell us that they desperately need more resources to help them create careers in which they can both do-good and do-well. In a 2003 study, Paul Light, NYU Wagner's Paulette Goddard Professor of Public of Public Service and founding principal investigator of the Organizational Performance Initiative, found that sixty-two percent of graduating college seniors are interested in public service careers, though only nine percent know how to go about finding such a job.

Having spent nearly 25 years supporting some of the world's most innovative and successful changemakers through our Fellows program, and having observed the unique way in which these individuals have created careers with personal and societal impact, we realized that Echoing Green could consolidate the wisdom we had gleaned from our Fellows and offer it to the Millennial generation.

Enter: *Work on Purpose*. This book not only features the individual stories of five Echoing Green Fellows, but leads readers through the process of creating their own meaningful career in the social change sector. It is the book that we wanted to give to young people when they came to us asking for more resources, but couldn't find. So we wrote it.

There are a lot of career books out there (*What Color is your Parachute, Do What You Are, etc*), and there are shelves of bestsellers about identifying the most genuine and meaningful life path (*Finding Your Own North Star, for instance*). What sets *Work on Purpose* apart?

Unlike general career or self help books, *Work on Purpose* focuses on what we call *impact-driven careers*, providing the reader with a practical, easy framework to help her maximize her potential to create positive change in the world. *Work on Purpose* is also the only resource we are aware of to combine a strategic framework for creating a meaningful career with nuanced stories of people struggling to balance doing good and doing well. The book targets the altruism of the Millennial generation, showing people at the beginning of their careers how they can align their hearts and their heads to find personal fulfillment and improve the world at the same time.

Beyond feeling inspired, what are some of the concrete steps you hope readers will take after finishing *Work on Purpose*?

I hope they'll ask themselves what working on purpose means for them. I mean *really* sit down and truthfully answer this question. It's not easy and people often want to put off facing difficult questions, but reflecting on them is crucial to finding the next best step forward for each of us. In other words, the most important action I hope people take while and after reading *Work on Purpose* is to in some way create space and time to think about what steps they can take to maximize their impact.

Don't you need a lot of money to make significant change?

Not at all-I truly believe the saying, "Where there is a will, there is way." Drive can push past all obstacles and there is significant philanthropic and investment money available to push forward the best ideas for social change. I see it over and over again with Echoing Green Fellows who start with nothing, and build major organizations around the world. For example, Wendy Kopp, the founder and president of Teach For America, started with nothing but a college senior thesis and a dream. Twenty years later, her organization is a \$200 million operation.

How has the recession helped or hindered those with bold ideas for social change?

The economic crisis gave a boost to a phenomenon that Echoing Green has been watching for many years: people want careers with meaning. Hardship often spurs people to understand and appreciate what's really important to them, like serving others. Nonprofit jobs are on the rise, along with volunteerism, government jobs and for-profit jobs with a positive social impact.

The common perception is that most people pursuing social entrepreneurial work are young, just out of college and full of energy. What if I'm in my forties and have been doing the same kind of work for twenty years?

Changemakers can be any age, and in any professional life-stage. We targeted this book to those who are in the early stages of their careers because we believe that our society does not provide this population enough resources for the career-pathing process in the social change sector. Imagine if more people had opportunity to think about what moves them and what they are good at earlier in their lives, instead of ten or twenty years in.

Anyone of any age can read this book to apply the lessons of our changemakers to their own lives.

Isn't being a changemaker also about gathering the right team around you?

Absolutely. Having a strong leadership team is critical to success, but in order to find the right team, you have to know yourself--your strengths, your weaknesses, what you need from others and what you don't. In other words you must assess your own heart and head before you can determine how to complete your team.

For more information, please contact:

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