

COMING THIS SPRING *from* Echoing Green

## WORK ON PURPOSE

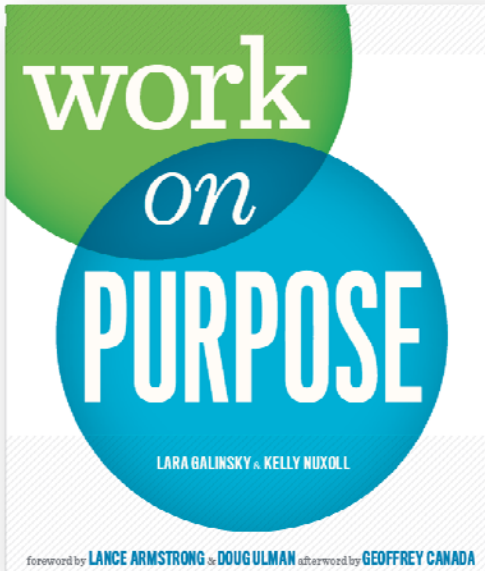
A new book by **Lara Galinsky** with **Kelly Nuxoll**

Foreword by **Lance Armstrong** and **Doug Ulman** of **LIVESTRONG**

Afterword by **Geoffrey Canada** of **Harlem Children's Zone**

*I want a meaningful career – not just a job. But how do I get there?*

With Millennials joining the workforce, a growing number of young people are motivated to use their careers as a vehicle to change our world. Yet, many don't know how or where to start. Few resources and compelling frameworks exist to help guide the largest generation in history—over 1 billion strong—to develop life-career paths with purpose.



Published by Echoing Green, *Work on Purpose* tells the stories of five changemakers and their journeys from struggle and uncertainty to significance and success. Through these true-life narratives, *Work on Purpose* offers its readers a simple—yet powerful—framework: *heart + head = hustle*. In other words, personal fulfillment and societal impact are the result of aligning passion and talents.

As a pioneer in the social entrepreneurship field, Echoing Green has invested in 500 visionaries to launch social change organizations in 42 countries. While change often starts with one person dreaming up a bold idea to solve a longstanding social problem, no one can do it alone. Our world needs to inspire and support young people to maximize their roles as key players in the changemaking process. Set to be released in April 2011, *Work on Purpose* harnesses the altruistic spirit of young people to craft careers with meaningful impact, thereby catalyzing a robust ecosystem of individuals and institutions dedicated to pushing forward bold ideas to solve the most deeply entrenched problems in the world.

The book also features a compendium of more than 150 career resources and programs and thought-provoking questions to inspire readers to apply the lessons in the book to their own lives. An activity guide will also be available on our website for professors and facilitators using *Work on Purpose* in the classroom or with groups.

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## FIVE WHO HAVE FOUND THEIR HUSTLE



**Andrew Youn** leaves a lucrative financial consulting career to put his business skills to work solving chronic hunger in Kenyan farming communities.



**Cheryl Dorsey** finds the courage to leave behind a career as a doctor to identify a role that feels “right” for her—eventually leading her to serve as Echoing Green’s president.



**Mark Hanis**—the grandson of four Holocaust survivors—realizes that to pursue his calling to equip individuals with the tools to prevent and stop genocide, he must also take care of himself.



**Mardie Oakes**—an architect turned lender—discovers her true purpose in the wake of a personal tragedy: to provide affordable homes to people in the process of being de-institutionalized.



**Socheata Poouv** puts in long hours at a television network until revelations about her family’s history inspire her to tell her story and the stories of others whose lives are impacted by the devastating Khmer Rouge regime in Cambodia.



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