

# WEconomy

You Can Find Meaning,  
Make A Living, and  
Change the World

Craig Kielburger, Marc Kielburger & Holly Branson

Foreword by Sheryl Sandberg

Epilogue by Sir Richard Branson

## Your guide to 'Business with Benefits'

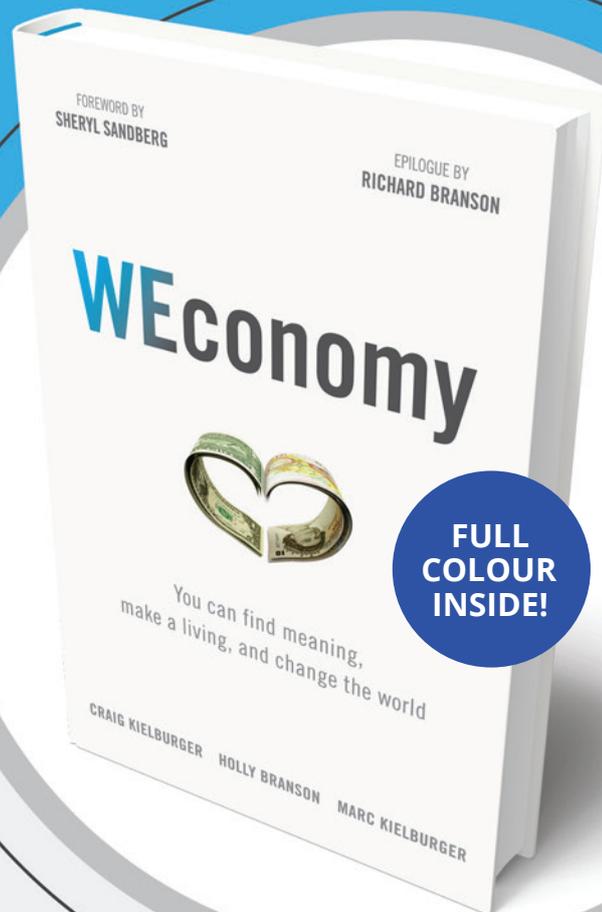
Purpose and profit are the greatest human motivators. *WEconomy* is the definitive roadmap for bringing the power of both forces together; achieving purpose with profit in your career, company, and changing the world.

Discover 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 profitable, business strategies. Go behind the scenes of real companies at the forefront of this watershed movement and learn from business leaders, entrepreneurs, celebrities, and aspiring influencers. The all-star authorial team shares in candid detail the setbacks and achievements they experienced building successful enterprises and charities that generate profits with purpose.

With the tips inside, you or your business 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
- Boost employee productivity and their love for the company and mission
- Inspire brand fanatics to stay loyal to you, your company, and your cause
- Better the world with out-of-the-box solutions for supporting charities
- Add a halo to your product, grow your geographic reach, innovate for "the next big thing", engage

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



# Praise for **WEconomy**:

*"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

*"**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

