



# Working for Good: Making a Difference While Making a Living

*Jeff Klein*

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## **Working for Good: Making a Difference While Making a Living** Jeff Klein

The words "business" and "social change" may seem contradictory, but the fact is a successful business may be the most powerful force for positive change in the world today. In *Working for Good*, Jeff Klein, one of the visionaries and driving forces behind Spinning, Seeds of Change, ChiRunning, and other forward-thinking brands, presents a how-to guidebook for becoming a "conscious entrepreneur"--one who addresses social issues while running a profitable business based on integrity and self-actualization. Putting the tools of conscious business development firmly in our hands, Jeff Klein takes readers step by step through the five keys to *Working for Good*, showing how to:

- Express your humanity through full awareness and embodiment while engaging others with your work
  - Establish purpose grounded in principles that sustain both your business and your virtues
  - Generate rich experiences in and outside of work through a network of spirited connection and collaboration
- For anyone who has yearned to make a comfortable living in service of real social change, Jeff Klein offers an essential read that is at once deeply inspirational and wholly practical: *Working for Good*.

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