



Rippling: How Social Entrepreneurs Spread Innovation Throughout the World

By Beverly Schwartz

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Principles for driving significant change throughout an entire system

Drawing on the knowledge and experience of working with hundreds the world's top social change leaders in all fields, Beverly Schwartz presents a model for change based on five proven principles that any individual leader or organization can apply to bring about deep, lasting and systematic change. *Rippling* shows how to activate the type of change that is needed to address the critical challenges that threaten to destroy the foundations of our society and planet in these increasingly turbulent times.

These actionable principles are brought to life by compelling real-life stories. Schwartz provides a road map that allows anyone to become a changemaker.

- Presents some of today's most innovative and effective approaches to solving social and environmental challenges
- Offers a vision of social entrepreneurs as role models, catalysts, enablers and recruiters who spread waves system changing solutions throughout society
- The author offers a model of change that begins with the end result in mind
- First book from an insider at Ashoka, the foremost global organization on social change through social entrepreneurship

Rippling clearly demonstrates how and when empathy, creativity, passion, and persistence are combined; significant, life-altering progress is indeed possible.

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Editorial Review

Amazon.com Review

Q & A with Beverly Schwartz, author of *Rippling*

How did you choose which Ashoka Fellows would be featured in the book? I am privileged to know a fair number of Ashoka Fellows personally and I also had nominations from the 25 Ashoka country directors, so I was able to come up with a list of finalists that was a very balanced mix from around the world. All of them specifically illustrate one of the five approaches to system change--along with the inclusion and dependence upon many different types of changemakers as a criteria for their own successful spread of innovation. **How does *Rippling* fit into Ashoka's global strategy?** *Rippling* is the first book and one of the only "products" that Ashoka has to disseminate its mission and message. Many of our global offices have used David Bornstein's *How to Change the World* (2004) to help people understand what social entrepreneurship is about; *Rippling* will update the Ashoka story and tell a new one. Many of the country offices have been inquiring as to when the book will be available and in what languages. **This is the first book entirely devoted to Ashoka and its Fellows and your first book as well after many years spent in the public and private sectors. Why now?** Working at Ashoka for the past eight 8 years, I discovered the wealth of stories that existed--and at the same time realized that if we were to attain an "Everyone a Changemaker™" world (a world where everyone had the freedom and environmental, personal, and professional support to create change), a lot more people would have to be given the ability to visualize and understand what role they can play in creating that change. Over the past few years, more and more people have been attracted to the field of social entrepreneurship and intrigued with social innovation and social change. The time to write the book was right. **What kind of response did you get when seeking thought leaders to write the "Reflections"?** It was not as difficult as I thought it would be to get thought leaders to give their opinions to one of each of the five approaches. However, my "ask" was not random, as I did a lot of prior research on well-known and "thoughtful" people who could credibly converse on each strategy. My ask was, at the very least, grounded in subject matter compatibility. When I narrowed down my list of names, of course, it helped that for each one to the thought leaders who appear in the book, I had my one degree of separation who was willing to make the personal connection I needed to get to a "yes." **How challenging was it to work with changemakers in so many different parts of the world?** With modern technology and a multilingual Ashoka staff who understood the objectives of my interviews and translated the two non-English speaking Fellows for me, it was rather seamless. I backed up each interview on both a hand recorder and on my Mac's GarageBand application; one or the other seemed to pick up most everything I needed. Though I intended to interview everyone in person, when I physically could not, Skype did a wonderful job in connecting with Abdelfattah in Palestine (Chapter 18) and for asking clarifying questions for a few of the Fellows after the initial interviews.

From the Inside Flap

How can we address the critical challenges that threaten to destroy the foundations of our society and planet in these increasingly turbulent times?

Rippling reveals proven principles that drive significant change and draws on Beverly Schwartz's vast knowledge and experience of working with hundreds of the world's top social change leaders. Schwartz is vice president at Ashoka, the global organization that works to ensure that social entrepreneurs and their innovations inspire a generation of changemakers to help sustain and support large scale social change. In this groundbreaking book, she presents a time-tested model that any individual leader or organization can apply to bring about deep, lasting, and systematic change, based on five principles:

- Restructure Industry Norms
- Change Market Dynamics
- Use Market Forces to Create Social Value
- Advance Full Citizenship
- Cultivate Empathy

These actionable principles are brought to life by the book's compelling stories of everyday people who have made real changes around the globe. Throughout the book, Schwartz provides a blueprint to demonstrate how anyone, anywhere, can become an effective changemaker.

As Schwartz explains, the next-generation changemakers are in many ways the champions of this movement: the corporations that embrace new and more sustainable ways of doing business; the donors who want their money to effectively and ethically impact people's lives; and the citizens who are trying to make a better life for themselves, their families, their neighbors, and their communities.

Rippling presents some of today's most innovative and effective approaches to solving social and environmental challenges, and clearly demonstrates that when empathy, creativity, passion, and persistence are combined, significant, life-altering progress is indeed possible.

From the Back Cover

Praise for *Rippling*

"*Rippling* is a wonderful and highly accessible book about people advancing creative and pragmatic solutions to the world's toughest problems. The remarkable breadth of global examples, combined with the depth of Schwartz's observations and analysis, make it a must-read for anyone who wants to understand some of the most powerful forces, ideas, and solution patterns that are reshaping society."

—**David Bornstein**, author, *How to Change the World* and coauthor, *New York Times* "Fixes" column

"*Rippling* will resonate with anyone who is eager to know more about how to create an (eco)system for positive change. It will lift your heart and change your outlook on what is possible when one combines innovation with entrepreneurship. Schwartz's skillful storytelling covers the challenges of 'life without' while sharing creative approaches to designing a world that nourishes human potential."

—**Arthur Rubinfeld**, president, global development, Starbucks Coffee Company

"*Rippling* is a must-read in the growing but often confusing literature on social entrepreneurship. Writing with great skill and passion, Beverly Schwartz weaves a beautiful tapestry of stories and insights that takes us from the traditional call to change to clear lessons for achieving impact. It is essential reading and will become a classic in the conversation."

—**Paul C. Light**, Paulette Goddard Professor of Public Service, Robert Wagner School of Public Service, New York University

"Anyone who feels overwhelmed by the thought of making a difference in the world will be reassured by these changemakers, who teach us how small steps can lead to enormous global progress. For all of us who

dream of a more equitable, peaceful, and safer world, *Rippling* is a welcome invitation to hear the voices of changemakers everywhere. It's an inspiring read guaranteed to fill you with hope."

—**Susan Grant**, executive vice president, CNN

"*Rippling's* concepts are relevant and accessible for businesses of all sizes, from individual entrepreneurs to global corporations. Organizations that tap into the changemaker vision can spark innovation, engage employees, and better meet customer needs while improving the bottom lines for business and society as a whole."

—**Ronald L. Sargent**, chairman and CEO, Staples, Inc.

Users Review

From reader reviews:

Dorothy Waddell:

This *Rippling: How Social Entrepreneurs Spread Innovation Throughout the World* book is simply not ordinary book, you have after that it the world is in your hands. The benefit you get by reading this book is actually information inside this book incredible fresh, you will get data which is getting deeper an individual read a lot of information you will get. This kind of *Rippling: How Social Entrepreneurs Spread Innovation Throughout the World* without we recognize teach the one who reading it become critical in pondering and analyzing. Don't become worry *Rippling: How Social Entrepreneurs Spread Innovation Throughout the World* can bring whenever you are and not make your tote space or bookshelves' turn into full because you can have it within your lovely laptop even cell phone. This *Rippling: How Social Entrepreneurs Spread Innovation Throughout the World* having great arrangement in word and layout, so you will not feel uninterested in reading.

Julia Gilmore:

Now a day folks who Living in the era everywhere everything reachable by connect to the internet and the resources inside it can be true or not call for people to be aware of each information they get. How a lot more to be smart in getting any information nowadays? Of course the answer is reading a book. Reading through a book can help persons out of this uncertainty Information especially this *Rippling: How Social Entrepreneurs Spread Innovation Throughout the World* book since this book offers you rich information and knowledge. Of course the knowledge in this book hundred pct guarantees there is no doubt in it you know.

Michael Sweet:

A lot of people always spent their particular free time to vacation or maybe go to the outside with them family or their friend. Were you aware? Many a lot of people spent these people free time just watching TV, as well as playing video games all day long. If you wish to try to find a new activity that is look different you can read the book. It is really fun in your case. If you enjoy the book that you simply read you can spent 24 hours a day to reading a publication. The book *Rippling: How Social Entrepreneurs Spread Innovation Throughout the World* it is rather good to read. There are a lot of people who recommended this book. We were holding enjoying reading this book. If you did not have enough space to deliver this book you can buy often the e-book. You can m0ore quickly to read this book from a smart phone. The price is not very costly

but this book offers high quality.

David Gonzales:

Is it an individual who having spare time then spend it whole day by watching television programs or just resting on the bed? Do you need something new? This Rippling: How Social Entrepreneurs Spread Innovation Throughout the World can be the answer, oh how comes? A book you know. You are and so out of date, spending your spare time by reading in this completely new era is common not a geek activity. So what these guides have than the others?

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