

## Rise Up: How to Build a Socially Conscious Business

**Russ Stoddard**

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The goal of *Rise Up* is a noble one—to teach business executives “how to build a socially conscious business.” Russ Stoddard, who founded such a business himself and now builds brands for purpose-driven companies, provides the ingredients for success in a book that is brief and easy to read, yet deeply meaningful.

*Rise Up* begins with an overview of the social enterprise and a discussion of the “purpose-driven movement.” Then the author methodically steps through the key elements of building a socially conscious business: developing a purpose statement, defining values, creating the appropriate corporate structure (including a comparison of Benefit Corporations and Certified B Corps), hiring and managing coworkers rather than “employees,” and telling the corporate story.

The last section includes enough detail to act as a valuable communications road map. Stoddard also discusses how companies can achieve a balance between “people, planet, and profit,” sharing brief case studies of five purpose-driven companies to illustrate their altruistic approach to business.

One of the more captivating chapters, “The Road Ahead,” presents the author’s “six predictions for the future” of the purpose-driven movement. These predictions, which include wide acceptance of corporate certifications, and activist companies that invest in similarly purpose-driven startups, offer real insight into the fundamental transformation that may take place in the future world of business.

*Rise Up* is essential reading for entrepreneurs who want to start their own purpose-driven businesses, as well as senior business executives who aspire to lead their organizations to become more socially conscious.

BARRY SILVERSTEIN (September/October 2017)

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