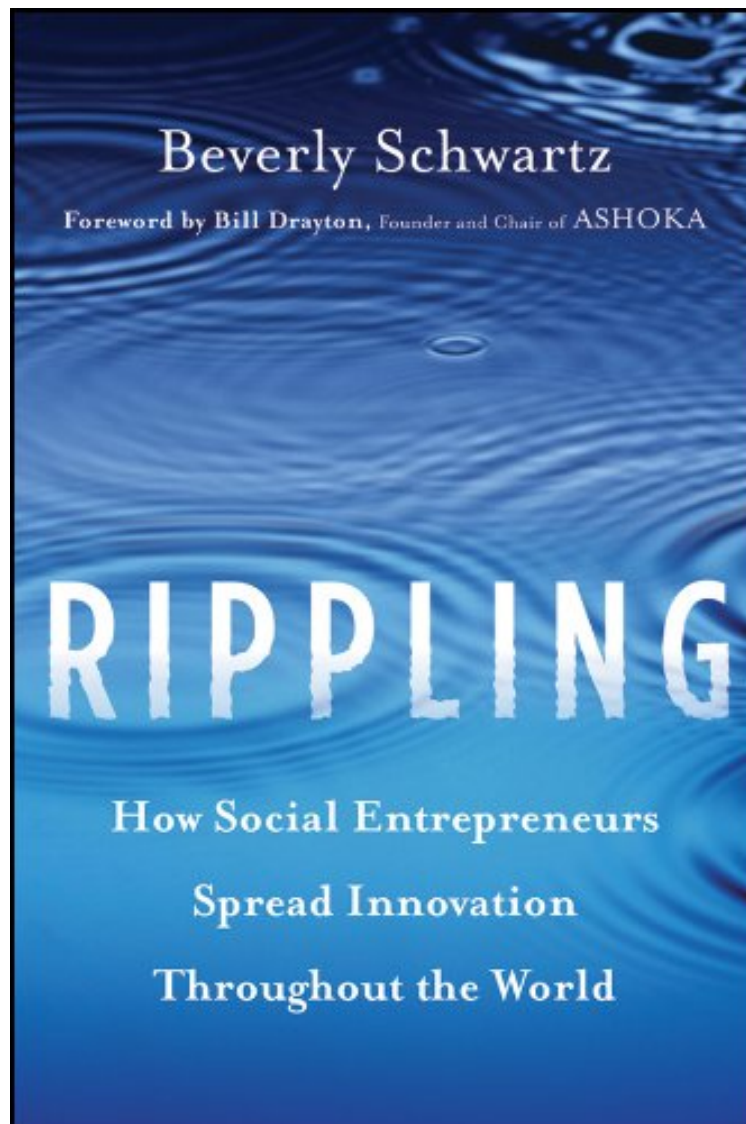


[Library ebook] Rippling: How Social Entrepreneurs Spread Innovation Throughout the World

Rippling: How Social Entrepreneurs Spread Innovation Throughout the World

Beverly Schwartz

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Beverly Schwartz : Rippling: How Social Entrepreneurs Spread Innovation Throughout the World before purchasing it in order to gage whether or not it would be worth my time, and all praised Rippling: How Social Entrepreneurs Spread Innovation Throughout the World:

5 of 5 people found the following review helpful. How social entrepreneurs are changing our world for the betterBy Mal WarwickHiding behind the abstract title of this book is an engrossing account that might better have been subtitled "How Ashoka Fellows Spread Innovation Throughout the World." (I won't venture to suggest a better title.)

The social entrepreneurs in question are, indeed, all Ashoka Fellows, the author served Ashoka as global marketing director for eight years, and Bill Drayton, Ashoka's founder and chair, wrote a foreword. But I guess "social entrepreneurs" is more inclusive and thus presumably sells more books than "Ashoka Fellows," so I really shouldn't complain. Now, if you're unfamiliar with Ashoka, please do yourself a favor and click on the underlined name in this sentence. The Ashoka network is nothing less than one of the greatest social innovations of the 20th century. Its more than 2,000 Fellows in over 70 countries around the world are, collectively, the most powerful engine for constructive social change on Planet Earth. There are two aspects of this first book from Ashoka that I found especially winning: First, author Beverly Schwartz told the stories of 18 Ashoka Fellows from around the world, and none of them are the usual suspects (the Fellows whose names and tales are familiar to anyone who has read more than a book or two about social enterprise). Second, *Rippling* is organized in a manner that illuminates the range and the character of the work that Ashoka Fellows do: "the five strategic ways that social entrepreneurs change social systems -- inclusive of both social business and citizen sector models." These five paths include "restructuring institutional norms," "changing market dynamics," "using market forces to create social value," "advancing full citizenship," and "cultivating empathy." Schwartz presents three or four examples in each of these sections, so the reader gains understanding about both the commonalities and the differences among Ashoka's growing network of Fellows. Most of these stories are engaging. Some are deeply moving. A few were riveting. Even a cursory familiarity with Ashoka will expose you to the organization's distinctive vocabulary. Its credo is "Everyone a changemaker." The work of its fellows engenders "virtuous cycles of social benefit." Its core value is "empathy." Far be it from me to try explaining these terms. I suggest you read the book. Do so, and you will gain hope for the future of our species. [...] 0 of 0 people found the following review helpful. I loved this book, *Rippling*, so much. By David Sabgir... I needed to meet with the author, Beverly Schwartz. She agreed and she is as fantastic as this award-winning book. *Rippling* gives us a clear window into the beautiful world of Ashoka and its fellows. Beverly does a brilliant job capturing a diverse sampling of these changemakers and their unique global stories. In a detailed, yet succinct way, she lays out creative solutions to many of the world's challenges. This book is inspirational over and over again. I have recommended (and purchased it) for our non-profit teammates, my family, and anyone who will listen. I'm very grateful to Beverly for clearly pouring her heart and her time into this book. These 18 exceptional stories shine a light on Ashoka and its incredible family of changemakers! 0 of 0 people found the following review helpful. Easy to read and comprehend. By Roslyn Schiffman. Easy to read and comprehend.

Principles for driving significant change throughout an entire system Drawing on the knowledge and experience of working with hundreds of 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 of 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.

.com 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 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 of 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.