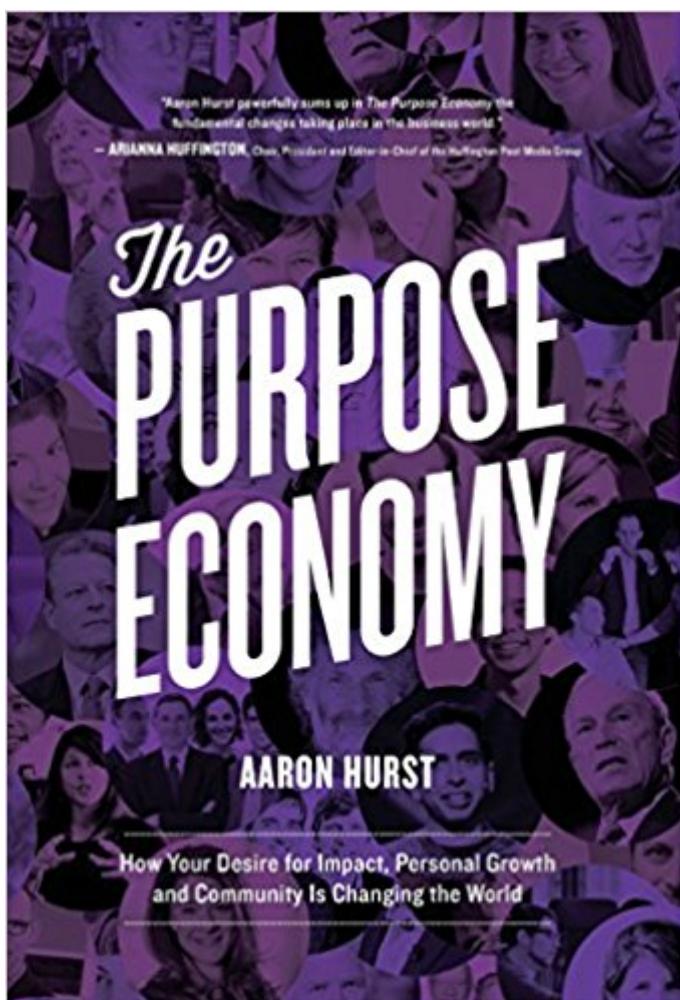


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# The Purpose Economy: How Your Desire For Impact, Personal Growth And Community Is Changing The World



## Synopsis

A series of shifts are happening in our economy: Millennials are trading in conventional career paths to launch tech start-ups, start small businesses that are rooted in local communities, or freelance their expertise. We are sharing everything, from bikes and cars, to extra rooms in our homes. We now create, buy and sell handcrafted products in our local communities with ease. Globally recognized entrepreneur, founder of Taproot Foundation and CEO of Imperative, Aaron Hurst, argues in his latest book that while these developments seem unrelated at first, taken together they reveal a powerful pattern that points to purpose as the new driver of the American economy. Like the Information Economy, which has driven innovation and economic growth until now, Hurst argues that our new economic era is driven by connecting people to their purpose. It's an economy where value lies in establishing purpose for employees and customers through serving needs greater than their own, enabling personal growth and building community. Based on interviews with thousands of entrepreneurs, Hurst shows this new era is already fueling demand for a whole host of products and services and transforming how millennials view their careers. A new breed of startups like Etsy, Zaarly, Tough Mudder, Kickstarter, and Airbnb are finding new ways to create value by connecting us with our local communities. At the same time, companies like Tesla and Whole Foods are making the march from just appealing to affluent buyers to becoming mainstream brands. Hurst calls these companies, along with the pioneering entrepreneurs who founded them, the Purpose Economy's taste-makers. This book is at once a personal memoir of Aaron Hurst's own awakening as a purpose driven entrepreneur, when he left a well-paying tech job in 2001 to launch Taproot, creating a pathway for millions of professionals and Fortune 500 companies to volunteer for nonprofits. It's also a blueprint for a new economic era that is transforming companies, markets and our careers to better serve people and the world.

## Book Information

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## Customer Reviews

"Building on his experience as the founder of Taproot, which connects commerce with social good, Aaron Hurst powerfully sums up in *The Purpose Economy* the fundamental changes taking place in the business world." --Arianna Huffington, Chair, President and Editor-in-Chief of the Huffington Post Media Group "As people start to think more entrepreneurially about their careers, they look for opportunities where they can make a difference, not just a living. In *The Purpose Economy*, Aaron Hurst shows how this mass quest for self-expression in the workplace is reshaping corporate behavior and creating new economic opportunities. Filled with insights, this book helps clarify how technology is changing not only how we work but what we want from work." --Reid Hoffman, Co-founder/Chair of LinkedIn, Co-author of the #1 NYT bestseller *The Start-up of You* "Aaron Hurst, a pioneer and visionary leader in social innovation, has captured a tectonic shift in the global economy that has local consequences for all of us." --Adam Grant, Wharton professor and bestselling author of *Give and Take*

"Building on his experience as the founder of Taproot, which connects commerce with social good, Aaron Hurst powerfully sums up in *The Purpose Economy* the fundamental changes taking place in the business world." Arianna Huffington Chair, President and Editor-in-Chief of the Huffington Post Media Group "In *The Purpose Economy*, Aaron Hurst shows how this mass quest for self-expression in the workplace is reshaping corporate behavior and creating new economic opportunities. Filled with insights, this book clarify how technology is changing not only how we work but what we want from work." Reid Hoffman Co-founder/Chair of LinkedIn Co-author of the #1 NYT bestseller *The Start-up of You* "Here is that rare animal, a business book grounded in compassion. *The Purpose Economy* taps into our deep craving for meaning in our life and work. If Aaron Hurst is right, and I think he is, we are on the threshold of a new, more value-rich era in business. This book will help find your place in it." Daniel H. Pink Author of *To Sell Is Human* and *Drive*

The theme of this book is built around the belief that our economy is evolving out of the information

age economy and into a new age being dubbed, by the author, as the purpose economy. The author supports his premise by outlining and describing the purpose economy through three perspectives: personal, organizational and societal. I believe the author successfully makes his case. From a basic look at meaning and purpose, to purpose driven motivation, to redefining success in the purpose economy, this book lays out a potential path to where we are headed and what it might mean to us as individuals, our organizations and our society as a whole. As a student of organizations and organizational change, I particularly enjoyed the section on the purpose economy organization. I found the book to be well written and engaging. It contained the right mix of theory, stories and research results to suit my tastes. From my perspective, I would put this book in the must read category for anyone interested in a potential view of the future and what it might mean across the spectrum of life. Employees today are increasingly looking to identify and live a life of meaning and purpose at work. With this predominant desire in place, it only makes sense that our economy will evolve towards being purpose driven as well.

The best part I liked about the book is that it provides rich and relevant examples of purpose driven organizations and individuals. I also liked how Aaron Hurst explained the evolution from various economies and how they build on each other. I wish there were more data and analysis about the drivers, the data such as Climate Change, alarming rate of consumption of water, etc. There is one line mentioning Monsanto being the most destructive company on earth, but that was it nothing else. It left me wondering why? If we are going to talk about Purpose I think we need to be ready to take a deep dive at the good, the bad and the ugly and while there are many examples of purpose driven companies and individuals the fact is many are not today. We are still filled with greedy corporations and individuals. What will it take to convert them, what is the tipping point? I look forward to part II.

Working in Chicago with nonprofits and the social sector, I am always searching for content discussing the challenges and potential solutions we face as an industry. The Purpose Economy is a perfectly timed piece, especially, for Chicago. There is much talk about impact, social good, leveraging technology to grow organizational and purposely, however very little talk about the how and why we work so tirelessly. The social sector has a direct impact of our local, state, and national economy; yet we very rarely discuss the impact of our work on our personal economy. This book hits this topic dead-on! Yes, the world is changing...rather evolving into a thought-centric, right-brained approach into solving our communities issues. We seek success differently, not only for personal gain, yet through collaborations to make an impact and change the status quo. The

Purpose Economy is directly written for the end-user in mind. Those who seek to impact and change the world, even their own personal worlds. In Chicago, we are hosting a vital discussion of the nature of measuring impact and The Purpose Economy is going to be a hit with our attendees as we share its content (and also give away a few copies). The ways we approach business has changed forever and either we embrace it or fall to the times. I've also read: Why Right-Brainers Will Rule the Future and similarly this notion of the evolving from the Information Age to the Conceptual Age is right in our face everyday as we make decisions personally or professionally. This thinking is moving mountains and so excited to be living in this era where my desire for impact is more than an ideal...it's happening! Thanks Aaron for writing such a great piece and looking forward to others your mind produces.

It's not what you do, but how you approach your work that will help you build a career rich in purpose. As a nonprofit professional, I often think, "If I'm going to spend most of my life at work, I want to be genuinely engaged in it." Life is too short. The good news is you do not need to drop everything and look for a new job or something external to bring you purpose. It's a choice we make in how we approach our work and lives. The Purpose Economy is a thought-provoking book with soaring vision grounded in simple truths and practical steps. A great guide for building a meaningful career no matter where you are on the journey.

Aaron Hurst is inviting all of us into a world that works for many more of us than the one we have today. He paints a vivid picture of how we can shift work and giving and doing well into a radial model rather than a linear model. Fascinating!

For me this was a quick read. In founding Taproot, Hurst is eating his own cooking; leveraging other people's desire to fulfill 'higher purpose'. I found the book useful. It helped validate much of what I previously understood about the importance of purpose, while expanding my perspective at the same time. Hurst has the powerful combination of being really smart and someone who isn't afraid to establish a new status quo. I trust that this book will do wonders for those over 45 in helping them better understand the millennial generation. Bill Wiersma, Author--The Power of Professionalism

In The Purpose Economy, Aaron Hurst articulates what many of us have been feeling, but have struggled to name so clearly. It is in many ways a call to action that I believe we have all been waiting for. A time to transform our organizations, and our own work into something we feel more

connected to and that serves our communities, organizations and world in a way that our grandchildren would be proud of.

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