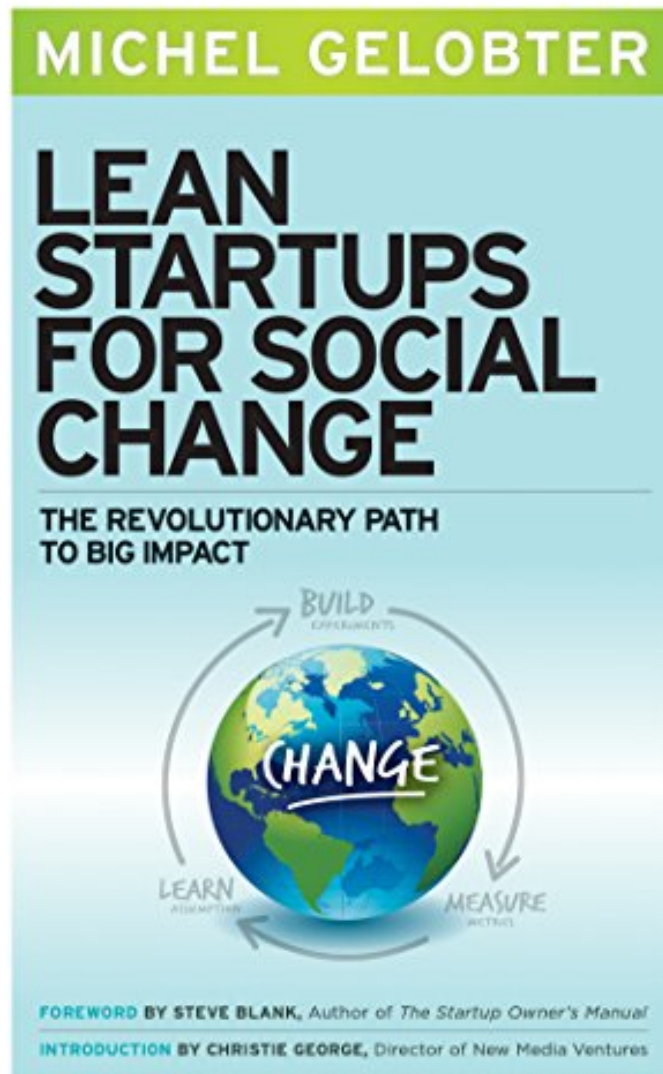


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Lean Startups for Social Change: The Revolutionary Path to Big Impact

Michel Gelobter

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Michel Gelobter : **Lean Startups for Social Change: The Revolutionary Path to Big Impact** before purchasing it in order to gage whether or not it would be worth my time, and all praised Lean Startups for Social Change: The Revolutionary Path to Big Impact:

1 of 1 people found the following review helpful. REQUIRED READING FOR SOCIAL CHANGE ADVOCATESBy E. David Ellington"This book connects the dots from the innovation revolution underway in the

private sector to what we need to do to make non-profits and governments real agents of change. The fundamental difference of course is that you can't use sales as a surrogate for results in the social sector. This book unpacks what that means for running meaningful experiments and driving value and growth in the social sector. Gelobter is thoughtful about the major cultural factors and then, by chapter 4 dives into the depths of how to bring this method to life. He uses real stories every step of the way. From small, startup non-profits to major government agencies, this book brings lean to life for all the stages in the innovation lifecycle."0 of 0 people found the following review helpful. Invaluable resource for social entrepreneurs - and many more

By Holmes Hummel Social entrepreneurs are often faced with compounding resource constraints that make this book a true survival guide. The insights of experience that Michel Gelobter offers as the author and guide are valuable, and they reflect his commitment to the field as a front-runner who is still paving the way for more to cross the proverbial valleys of death and achieve critical velocity for take off. After serving both in private sector startups and giant public agency contexts, I gained the most value from the lessons in Gelobter's closing chapter about Institutionalization: Building the Lean Organization. By extending the theory and practice for successful startups to existing and emerging institutions, Lean Startups for Social Change becomes a handbook for change-makers seeking to pick up the pace of progress and sustain those gains for the long haul. 0 of 0 people found the following review helpful. Government agencies going lean

By Barbara Lamont Excellent guide for our government clientele. They all loved it. The lean movement is truly sweeping through Federal, State local agencies like wildfire, and producing amazing results in Operations and Communications, also Strategic Planning in healthcare, transportation, Mental Health, even the VA and the military

For years, the lean startup has been revolutionizing both new and established businesses. In this eye-opening book, serial social entrepreneur Michel Gelobter shows how it can do the same for nonprofits. Traditionally, whether creating a new business or a new program, entrepreneurs in all sectors develop a plan, find money to fund it, and pursue it to its conclusion. The problem is, over time conditions can change drastically; but you're locked into your plan. The lean startup is all about agility and flexibility. Its mantra is "build, measure, learn": create small experimental initiatives, quickly get real-world feedback on them, and use that data to expand what works and discard what doesn't. Using dozens of social sector examples, Gelobter walks you through the process. The standard approach wastes time and money. The lean startup will help your organization vastly increase the good it does.

"A major step forward for the social sector." — Eric Reis, author of *The Lean Startup*

"Whether you're developing a new campaign or trying to innovate within a large organization, this book delivers the goods for how to make change at an unprecedented scale." — Mike Brune, Executive Director, Sierra Club

"Gelobter shows how to bring the cutting edge of Silicon Valley to some of the wicked problems facing the social sector. A must-read for all funders and change makers." — Barry Gold, Program Director, Walton Family Foundation

"Social change requires not just good ideas but also effective ways to implement them. In this excellent book Michel Gelobter lays out his revolutionary and practical methodology. An immensely valuable contribution." — Adam Kahane, Director, Reos Partners, and author of *Power and Love*

About the Author Michel Gelobter is the founder and chairman of Cooler Inc., a for-profit social venture that helps businesses and consumers reduce greenhouse gas pollution and a senior advisor to the Packard Foundation. He is a lecturer at U.C. Berkeley and presently serves on the Boards of the Natural Resources Defense Council and Ceres, as well as the Advisory Board of Vice-President Al Gore's Alliance for Climate Protection.

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Foreword For over two decades, I worked in startups creating new products. When I retired and had to reflect on how new ventures were built, I realized that there was a more efficient way to use startup money, resources, and time. I developed a process called Customer Development and helped found a movement that embodied its core practices — The Lean Startup. This approach to innovation, along with business model design and agile development, are today transforming business as we have known it. With this book, *Lean Startups for Social Change*, Michel Gelobter brings this powerful toolkit to the social sector. The social sector has to keep up with, and in some cases outpace, changes in private markets to protect the noncommercial values and assets that form the bedrock of all we care about. This book covers the core practices of the Lean Startup — how experimentation should supplant detailed planning, the critical practice of listening to customers (or "targets" in social-sector speak), and agility — while showing how nonprofit and government organizations can embrace these processes. Innovation is vital to both the social sector and business, but the two do not operate, and therefore do not innovate, in the same way. Michel provides in-depth stories, examples, and tools to bridge these methods of innovation, relying on his years of experience in each of the relevant sectors — business, government, and nonprofit — to do so. Michel and I met through our shared interest in the environment. He moved from social entrepreneurship to software entrepreneurship in the mid-2000s and contacted me to help with his first company. I went in the other direction. After I retired I started serving on nonprofit boards as chairman of Audubon California and then as a public official on the California Coastal Commission. While I've helped accelerate innovation over the last three decades, I share with Michel a desire to repair the world we live in and to pass on to future

generations a place with the same opportunities and beauty. We must all learn to innovate, to change, to preserve what we most care about. With this book, Michel has made an invaluable contribution to that task. Steve Blank Pescadero, California