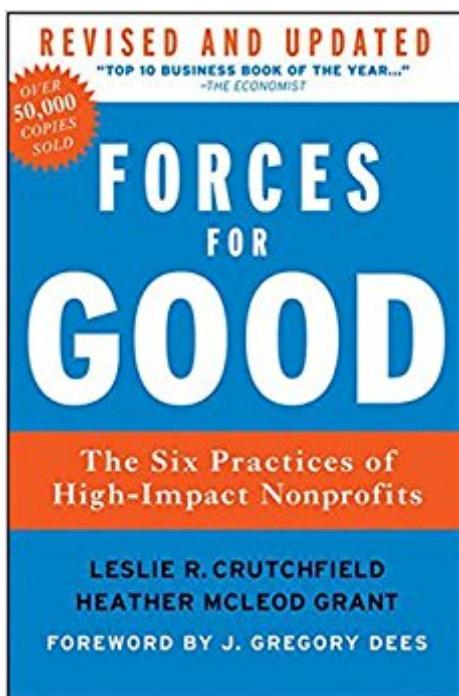


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# Forces For Good: The Six Practices Of High-Impact Nonprofits



## **Synopsis**

An updated edition of a groundbreaking book on best practices for nonprofits. What makes great nonprofits great? In the original book, authors Crutchfield and McLeod Grant employed a rigorous research methodology derived from for-profit books like *Built to Last*. They studied 12 nonprofits that have achieved extraordinary levels of impact "from Habitat for Humanity to the Heritage Foundation" and distilled six counterintuitive practices that these organizations use to change the world. Features a new introduction that explores the new context in which nonprofits operate and the consequences for these organizations. Includes a new chapter on applying the Six Practices to small, local nonprofits, including some examples of these organizations. Contains an update on the 12 organizations featured in the original book "how they have fared, what they've learned, and where they are now in their growth trajectory." This book has lessons for all readers interested in creating significant social change, including nonprofit managers, donors, and volunteers.

## **Book Information**

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## **Customer Reviews**

Since the first edition of *Forces for Good* was published in 2007 the world has changed significantly. The U.S. and global economies have essentially ground to a halt. Government cutbacks, reduced public support, and less money from corporations have challenged nonprofits like never before. In the original book, authors Crutchfield and McLeod Grant employed a rigorous research methodology to determine "what makes great nonprofits great?" They studied twelve nonprofits that have achieved extraordinary levels of impact; from Habitat for Humanity to the Heritage Foundation; and distilled six counterintuitive practices that these organizations use to change the world. This revised and updated edition of that bestselling book explores how the recent

economic and social upheavals have impacted these noteworthy organizations. In addition, Forces for Good shows how the six practices have been applied successfully to small, local nonprofits. Despite the enormous changes in the economic landscape, the authors' recent research reaffirms the viability of the original six practices for scaling social impact. This updated book examines a proven framework that helps nonprofits shift from an organizational mind-set to a relational mind-set, from a more industrial era model of production, where the nonprofit produces goods and services for customers, to a networked model, where the nonprofit's mission is to catalyze social change by inspiring others to action. If you are a nonprofit professional, an agent for social change, a dedicated volunteer, or a concerned donor, this book will serve as a manual for becoming a force for good.

Praise for Forces for Good "Top 10 Business Book of the Year ... a serious piece of research." The Economist "Offers excellent real-world examples of what great nonprofits actually look like." Financial Times.com "A Best Book of the Year." The Globe and Mail, Toronto "Inspired and inspiring, this book can change the way the world works by changing how leaders think. Leslie Crutchfield and Heather McLeod Grant have made a significant contribution with a Very Big Idea: the shift in focus from building an organization to building a movement." Jim Collins, author, Good to Great; coauthor, Built to Last "Global problems like abject poverty require innovative, scalable solutions. We have so much to learn from these six practices because they're what lead to wide-scale social change." Sheryl Sandberg, chief operating officer, Facebook "The nonprofits making the greatest impacts these days are entrepreneurial, adaptive, outward-looking, and sometimes a little messy. Working together, they are trying not only to solve problems, but also to reform whole systems. For the many leaders of all ages out to change the world, this book provides an invaluable road map. Bravo!" David Gergen, professor of public service and director, Center for Public Leadership, Harvard Kennedy School; senior political analyst, CNN Winner Skystone Ryan Research Prize by the Association of Fundraising Professionals Winner Gold Prize by Axiom Business Book Awards for Nonprofits Revised and Updated "Top 10 Business book of the year." The Economist

I attended a book signing by Leslie Crutchfield and Heather MacLeod Grant. The event included talks by Dorothy Stoneman the founder of YouthBuild and Michael Brown co-founder of City Year. The book showcases 12 non-profits that exemplify the essence for a "Force for Good." The book is an extremely important work that examines the the factors and attributes that make

organizations such as YouthBuild and City Year world class operations. It is an excellent contribution to the study of management. Dorothy Stoneman and YouthBuild are truly inspirational. Michael Brown and City Year show us how community service really makes a difference. The book is a must read for anyone interested in public-private initiatives.

There is some real good information here, but it is heady and needs time to process.

Leaders of non profits are constantly asking themselves, how can we make our organization more effective and more secure. The authors set out to find commonality among disparate non profits, each of whom however is successful and highly effective. They succeed marvelously. From The Heritage Foundation to Environmental Defense (can you think of two more different non profits?), the six practices they outline can be models for each of us as we seek to make our organizations better, more effective, and more sustainable. It's an easy read. The concepts are clear and understandable. It's changed the way I look at my non profit leadership.

A useful analysis. A bit long for the message. The added chapters in the new edition are helpful, though rather less objective.

Practically describing the NGO concept in thematic approach ! Very useful.

Great book that looks beyond the shared desire for change of nonprofits and digs into the operational details - highlighting both strengths and weaknesses, and most importantly revealing that many models can be successful.

Such a great read. I bought it for a class, but actually thoroughly enjoyed the ideas.

If you are involved in a non-profit organization, this is a must read. Although not every non-profit will be able to meet the practices outlined in the book, the practices make a valuable goal for every non-profit.

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