

## Lean Impact: How to Innovate for Radically Greater Social Good by Ann Mei Chang

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### Lean Impact: How to Innovate for Radically Greater Social Good Book Content Preview:

Despite enormous investments of time and money, are we making a dent on the social and environmental challenges of our time? What if we could exponentially increase our impact? Around the world, a new generation is looking beyond greater profits, for meaningful purpose. But, unlike business, few social interventions have achieved significant impact at scale. Inspired by the modern innovation practices popularized by bestseller *The Lean Startup* that have fueled technology breakthroughs touching every aspect of our lives, *LEAN IMPACT* turns our attention to a new goal-achieving radically greater social good. Social change is far more complicated than building a new app. It requires more listening, more care, and more stakeholders. To make a lasting difference, solutions must be embraced by beneficiaries, address root causes, and include an engine that can accelerate growth to reach the scale of the needs. *Lean Impact* offers bold ideas to reach audacious goals through customer insight, rapid experimentation and iteration, and a relentless pursuit of impact. Ann Mei Chang brings a unique perspective from across sectors, from her years as a Silicon Valley executive to her most recent experience as Chief Innovation Officer at USAID. She brings the book to life with inspiring stories from interviews spanning more than 200 organizations across the U.S. and around the world. Whether you are a nonprofit, social enterprise, triple bottom line company, foundation, government agency, philanthropist, impact investor, or simply donate your time and money, *Lean Impact* is an essential guide to maximizing social impact and scale.

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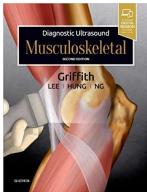
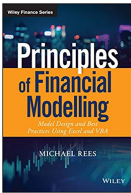
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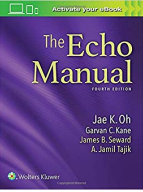
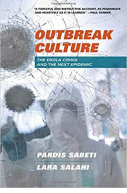
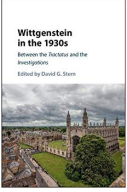
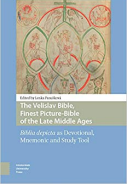
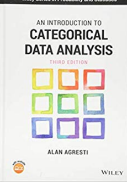
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