



# **The Responsible Entrepreneur: Four Game-Changing Archetypes for Founders, Leaders, and Impact Investors**

*Carol Sanford*

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# The Responsible Entrepreneur: Four Game-Changing Archetypes for Founders, Leaders, and Impact Investors

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"Individuals, acting on deeply held beliefs and passion, are boldly imagining and bringing into existence a different world... Whether you're a business entrepreneur, a social entrepreneur, an investment entrepreneur, or an academic, artistic, or civil servant entrepreneur, devour this important and wise book."—From the Foreword by John Fullerton

Responsible entrepreneurs are a special breed, seeking to transform industries and even society itself. They challenge and refine cultural assumptions, laws, regulations, and even the processes of governance. This requires them to do and think far beyond what is usually required of business leaders.

*The Responsible Entrepreneur* offers a blueprint for this new kind of business leadership, describing the means by which any entrepreneur can pursue a higher order of work. In it, Carol Sanford, one of the most trusted names in responsible business development, brings her vast expertise in helping executives and corporations to the entrepreneur looking to launch and scale a venture. She maps this journey through four archetypes:

- The Realizing Entrepreneur: Industry Game-Changer
- The Reconnection Entrepreneur: Society Game-Changer
- The Reciprocity Entrepreneur: Culture Game-Changer
- The Regenerative Entrepreneur: Governance Game-Changer

By understanding the archetype most aligned with their goals, entrepreneurs will learn how to grow their business into a powerful platform that can leverage change, and even change the foundations that create our most pressing problems and issues. To illustrate these principles in action, *The Responsible Entrepreneur* features case studies based on long-term work and in-depth interviews with Google Innovation Labs, Indigenous Designs (the primary supplier for Eileen Fisher), FishPeople (who supply Costco and Google with gourmet seafood entrees), and many more.

For entrepreneurs seeking to pursue world-changing results, or impact investors looking to align their capital with their values, *The Responsible Entrepreneur* provides the frameworks to build a business and to evaluate and direct investments to create the greatest benefit for all stakeholders.

For anyone who wants to make a difference in the way businesses affect the world, *The Responsible Entrepreneur* lays out ways to make that aspiration focused and doable.

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