
GOOD

*How we got here,
where we're going*



GOOD began by
staking out a
powerful position
at the forefront
of a new culture

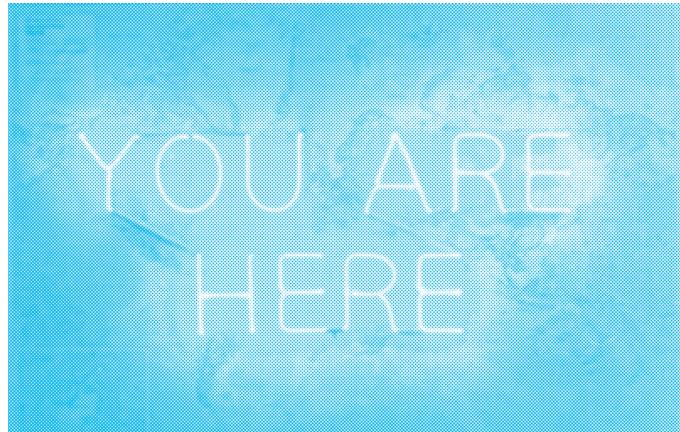
“We see a growing number of people tied together not by age, career, background, or circumstance, but by a shared interest. This revolves around a passion for potential, mixed with fierce pragmatism and creative engagement. We sum this all up as the sensibility of giving a damn. But to shorten it, let’s call it GOOD. We’re here to push this movement and cover its realization.”

—Ben Goldhirsh,
founding letter, September 2006

It's the people
that make
GOOD, great.

You are the
heart of GOOD.

Let this book remind you of **who**
we are and why we're here.

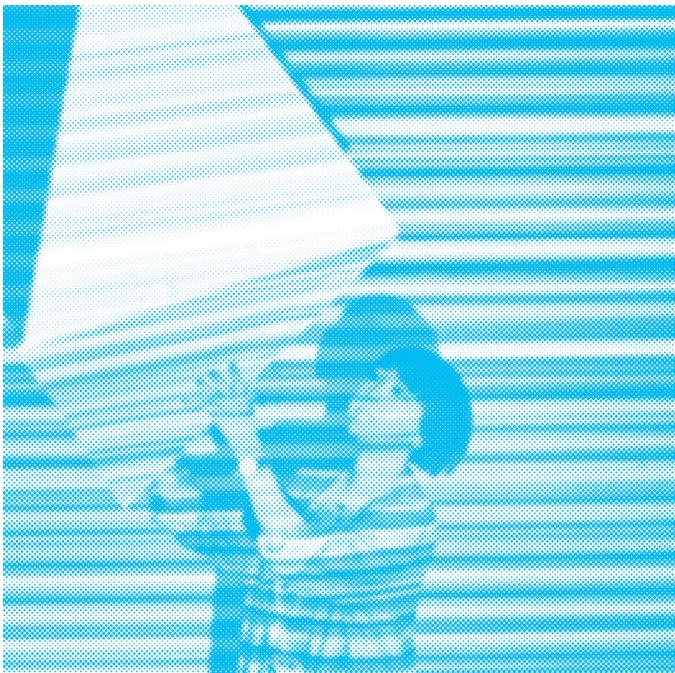
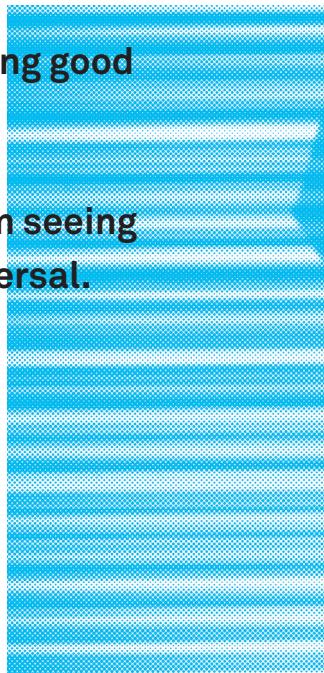


GOOD December, a pop-up community center, open.								Magazine relaunched in beautiful format.	
Choose GOOD events all over the U.S.	GOOD Projects, precursor to GOODcorps, launches.						GOOD Cities Index launches.	GOOD.is hits top 400 sites.	
Son of Rambow released.	By the People and Which Way Home on HBO.				GOOD corps and Carnegie Corporation team up on 100Kin10.		The first-ever Neighborhood.	Big partnerships with Walgreens, Lululemon, Levi's.	
2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Max, Casey and Ben write the manifesto for GOOD in the back room of Reason Pictures. The first issue drops in September.	Choose GOOD hits \$1million dollar goal.	Pepsi Refresh Project launches.			GOOD takes over Google's homepage for Stop SOPA.		GOODcorps launches Sports Matter.	GOOD Cities Index party with Ford.	CTZN starts development.
	Starbucks GOOD Sheets roll out.	GOOD Company Project with IBM wins Internationalist Award.							

Nine years later, the world
has changed a lot.

The culture of doing good
is all around us.

But, we're far from seeing
goodness as universal.



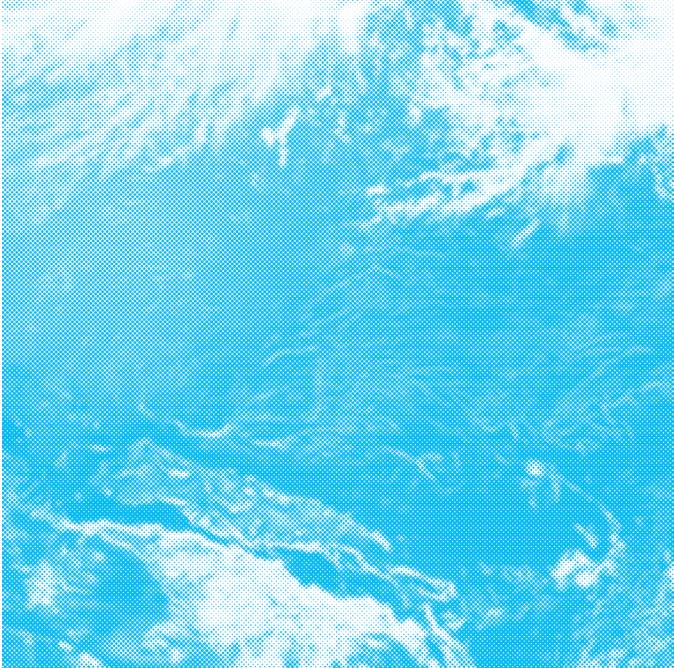
GOOD is here to push the world forward.



We can't stagnate. We can't slow. We have to lead the conversation. We have to inspire. To create change, we have to push boundaries. We have to introduce new ways of thinking. Our way of pushing isn't about fighting, it's about making good awesome, easy to understand, and relevant. It's about making good for everyone.

MISSION:

Champion a new
era of living well
and doing good.



Oh, what we really do?

GOOD Worldwide is a social impact company that creates stories, experiences, and tools to push the world forward.

GOOD Worldwide includes GOOD Media, GOODcorps, and CTZN.

GOOD Media

GOOD Media elevates creative solutions to the world's biggest challenges via GOOD.is, a quarterly journal, video, social media, and partnerships.

GOOD guides readers to the people, places, products, ideas and businesses that are primed to make a meaningful difference in the world.

GOOD speaks for and elevates a community of influencers and change-makers actively creating solutions to our biggest challenges.

GOOD's storytelling spans six categories: The Planet, Communities, Social Innovation, Design, Poptimism, The GOOD Life

GOOD Corps

GOODcorps helps companies and organizations realize strategic value through social impact.

GOOD corps blends client insight with cultural relevance and industry best practices to create iconic programs and initiatives.

GOOD corps takes an entrepreneurial approach tapping principles from management consulting, design thinking, brand strategy and social innovation.

GOOD corps is native to the social impact space and, together, we leverage the power of GOOD's network.

CTZN

CTZN is a new app that helps people connect, organize and raise awareness for social good.

CTZN is a new way to engage an audience through community building and storytelling.

CTZN offers a dedicated space to engage your movement, and easy ways for curators to package video and news to share broadly.

CTZN is available in the App Store, Google Play Store, and online at getctzn.com. It's free to download and links with Twitter, Facebook and Instagram.

GOOD Worldwide

GOOD Worldwide as an investment management team that incubates, launches, and manages companies under the GOOD brand.

GOOD Worldwide includes financial, legal, operational, corporate development, and marketing resources.

GOOD Worldwide incubates and launches new products at the intersection of living well and doing good.

GOOD Worldwide includes GOOD's original co-founders in addition to executive leadership with 25+ years experience from Microsoft, Yahoo, and more.

Y/OUR MISSION

NOTES

INTEREST	SKILLS							
	1	2	3	4	5	6	7	8

SKILLS

Optimism is a strategy for making
a better future.

—Noam Chomsky

GOOD

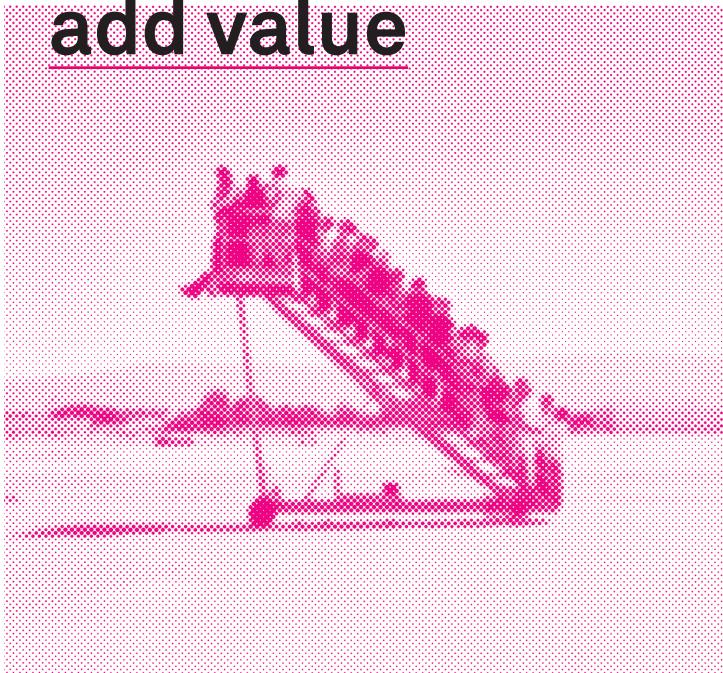
*The meaning of good,
and what makes us, us*



A new era requires a new definition

Good is a question, not an answer. We believe there's always a way to make things better. We believe we're all better off when we're all better off. Our beliefs guide how we make sense of what's good in the world. Good to us is when you live well and do good.

GOOD means:
add value



GOOD means:
cooperation



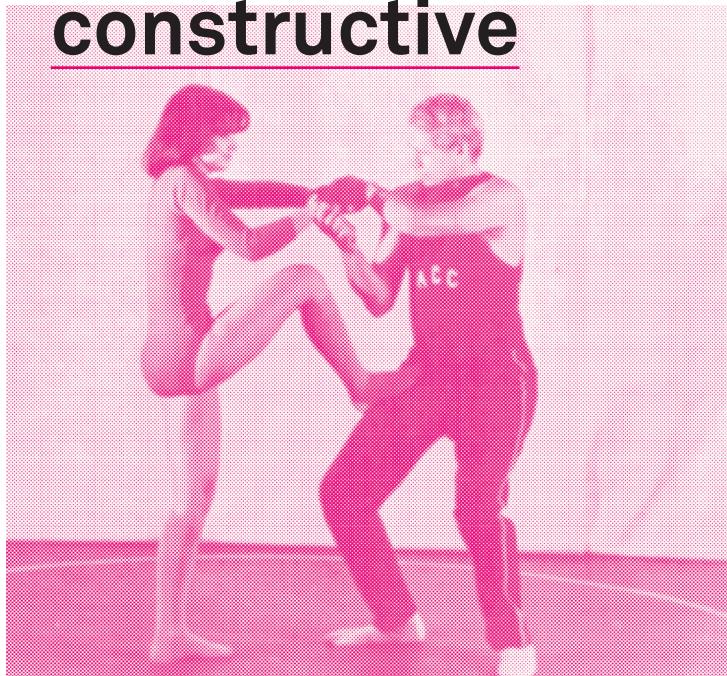
GOOD is
complexity
made simple



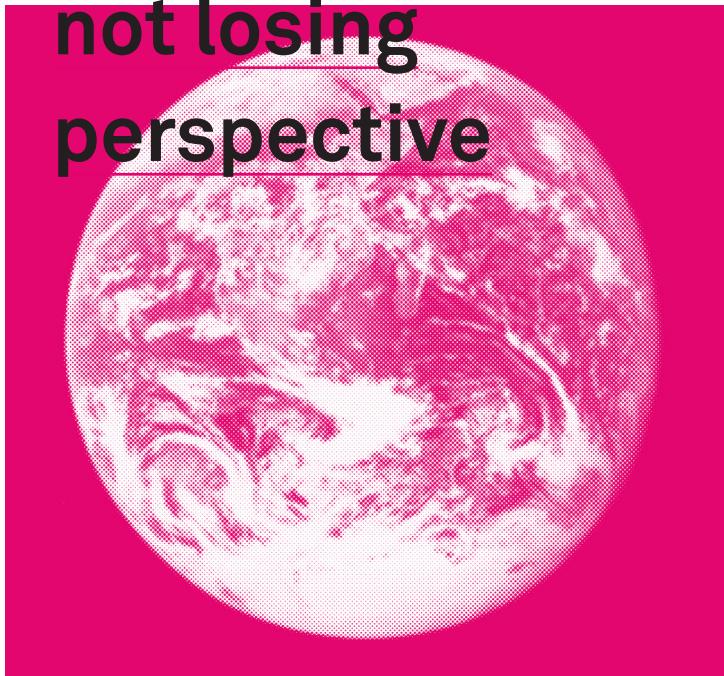
GOOD is
imagination
and big ideas



GOOD is
constructive



GOOD is
**not losing
perspective**



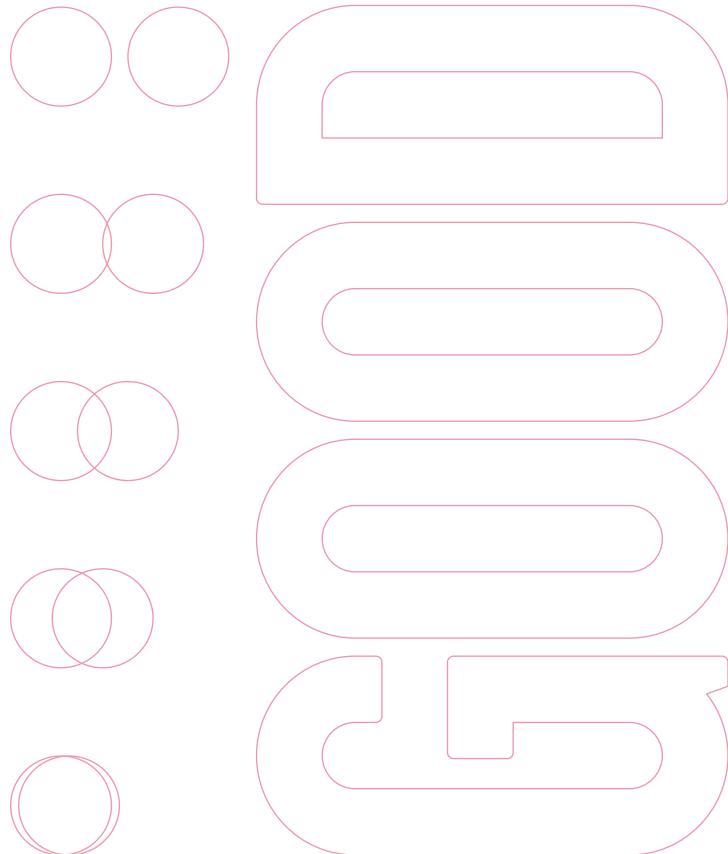
GOOD isn't
good all the time



GOOD is doing



NOTES



NOTES

A grid of horizontal and vertical red lines designed for writing notes. It features a top section with four horizontal lines, followed by a large rectangular area divided into a 5x10 grid of smaller rectangles, and a bottom section with five horizontal lines. A single vertical red line is located on the far right edge of the page.

Never doubt that a small group of thoughtful,
committed citizens can change the world;
indeed, it's the only thing that ever has.

—Margaret Mead

GOOD

*Our culture, and,
how we roll*



Our Values

Authenticity

- We walk the walk
- Truth and connection
- Honest and real

Grit

- Persevere, overcome
- Long-term thinking coupled with a motivation to achieve an objective

Creativity

- Original ideas
- Creative solutions to big problems
- Experimentation and craft

Openness

- Not closed or barred
- Accessible, free
- Open-minded
- Shared value

Why GOOD?

We're native to the social impact space.

We make good awesome by elevating creative solutions to real problems.

We're experts at making the complex, simple, and the serious, fun.

But, the best part is we offer a way to be part of something bigger.

What we're great at

Storytelling

Moving hearts and minds.

Community

Connecting, convening, knowing the tribe.

Design

Crafting art and experiences.

Insights

Learning, understanding, informing.

**Here's what
we can come
back to. These
mantras are
our center.**

L I V E W E L L D O G O O D
L I V E W E L L D O G O O D
L I V E W E L L D O G O O D
L I V E W E L L D O G O O D
L I V E W E L L D O G O O D
L I V E W E L L D O G O O D
L I V E W E L L D O G O O D
L I V E W E L L D O G O O D
L I V E W E L L D O G O O D
L I V E W E L L D O G O O D
L I V E W E L L D O G O O D
L I V E W E L L D O G O O D
L I V E W E L L D O G O O D
L I V E W E L L D O G O O D
L I V E W E L L D O G O O D
L I V E W E L L D O G O O D
L I V E W E L L D O G O O D
L I V E W E L L D O G O O D

P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D
P U S H T H E W O R L D F O R W A R D

GOOD FOR ALL

The word "GOOD" is repeated vertically on the left, and "FOR ALL" is repeated vertically on the right. Both words are in large green font. Within these words, there is a repeating pattern of smaller green letters: "G", "D", "O", "O", "D", "F", "O", "R", "A", "L", "L". This pattern repeats four times for each word.

CREATE IMPACT

CREATE IMPACT

CREATE IMPACT

CREATE IMPACT

CREATE IMPACT

CREATE IMPACT

You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.

—R. Buckminster Fuller