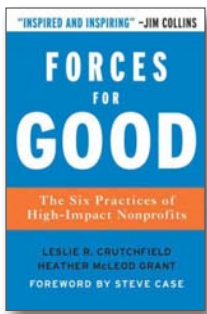




Heather McLeod Grant

□ Maximizing the impact of nonprofits. □

Coauthor of *Forces for Good: The Six Practices of High-Impact Nonprofits*. Speaks on social entrepreneurship, nonprofit leadership and strategic philanthropy. What really works: shift the focus from building the organization to building a movement, adopting the mindset of the entrepreneur.



Teaches at Stanford University. Coauthor, *Forces for Good*.

Real social change happens when organizations go outside their own walls and find creative ways to enlist the help of others.

Ahead of the Curve

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Teaches at Stanford University.
Coauthor, *Forces for Good*.

Highlights

Heather McLeod Grant is coauthor with Leslie Crutchfield of a landmark book on how nonprofits can **achieve the highest impact**, *Forces for Good: The Six Practices of High-Impact Nonprofits*.

She speaks on social entrepreneurship, nonprofit leadership and strategic philanthropy—how to be a stronger force for good.

Based on four years of research and in-depth study of a dozen high-impact organizations, *Forces for Good* outlines what really leads to impact—a new roadmap for nonprofits to **succeed on their own terms**. *Forces for Good* was named a Top Ten Book of 2007 by *The Economist*.

With the rapid and global growth of the social sector, it's more important than ever that the people who run and fund these nonprofits understand what it takes to succeed and focus their resources on the most **effective agents of social change**.

Heather McLeod Grant teaches at Stanford University. She is an advisor to the Center for Social Innovation, Graduate School of Business, Stanford University, and the Center for the Advancement of Social Entrepreneurship, Fuqua School of Business, Duke University.

A former consultant at McKinsey & Company, she currently is a senior consultant for the Monitor Institute and serves on the advisory boards of *Stanford Social Innovation Review* and the National Civic League.

She has published in *The New York Times*, *The American Prospect*, and *Alliance*, and has appeared on CNN and NPR.

The vast majority of social sector management books focus on things that don't always lead to greater impact.

Forces for Good

□ *Practical help building stronger nonprofits for higher impact and greater social change.* □

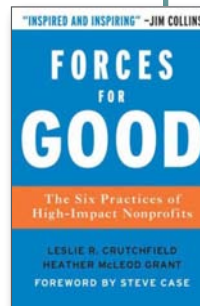
Great nonprofits spend as much time working with institutions outside their four walls as they do managing their internal operations.

What makes great nonprofits great?

Not large budgets, snazzy marketing, or excellent management. The answer from Heather McLeod Grant in *Forces for Good* upends conventional wisdom: shift the focus from building an organization to building a movement. Be entrepreneurial, adaptive and externally oriented. Spend as much time working with institutions *outside* the boundaries of your organization as you do managing internal operations. Try to fix problems *and* reform whole systems.

The high-impact nonprofits she and coauthor Leslie Crutchfield studied are satisfied with building a “good enough” organization and then focusing their energy externally to catalyze large scale change. In presentations based on *Forces for Good* and its underlying research, Heather Grant offers practical guidance on how to improve the effectiveness of your nonprofit or evaluate the nonprofits you are interested in funding.

Forces for Good was named a Top Ten Book of 2007 by *The Economist*.



• Credentials

- □ Advisor, Center for Social Innovation, Graduate School of Business, Stanford University & the Center for the Advancement of Social Entrepreneurship, Fuqua School of Business, Duke University
- □ Senior Consultant, Monitor Institute

