



IF YOUR JOB DOESN'T IMPROVE THE WORLD, IMPROVE YOUR JOB.

Here's the Book that Shows How to Make Work Meaningful.

Most jobs lack a compelling purpose. This deficiency makes us sluggish, disengaged, careless, disloyal, unhappy and unhealthy. Fortunately, there's a way to free ourselves from the modern trap of meaningless labor without switching careers or quitting jobs. The scientifically validated practice of job purposing, which involves tilting everyday work toward meaningful contributions to others or societal causes, elevates ordinary work into a fulfilling venture. *Do Good at Work* weaves rigorous evidence, captivating stories, pen and ink illustrations and more than 100 real-world examples into concrete ways anybody in any job can ignite workplace purpose and consequently become more successful, fulfilled and happy.



Named a top-30 new book.

— Adam Grant, *New York Times* bestselling author and *WorkLife* podcast host

“Unreservedly recommended as a life changing, life enhancing read.”

— *Midwest Book Review*

“Terrific” and “very practical.”

— *Forbes*

4.9/5.0 rating.

— *Amazon reviews*

“Actionable and fun to read.”

— Adam Grant, *New York Times* bestselling author of *Think Again*, *Originals* and *Give and Take* and host of the TED podcast *WorkLife*

“Unique, original, practical, inspiring, *Do Good at Work: How Simple Acts of Social Purpose Drive Success and Wellbeing* is unreservedly recommended as a life changing, life enhancing read.”

— *Midwest Book Review*

“Written in a light, humorous style and dotted with pen and ink illustrations by the author, *Do Good at Work* is an easy read that offers terrific, very practical advice on how to make your work life more meaningful.”

— *Forbes*

“Remember seeing or reading *The Color Purple* or hearing Aretha Franklin for the first time? This book is like that.”

— James Flaherty, founder of *New Ventures West*, co-founder of *Integral Leadership LLC* and author of *Coaching: Evoking Excellence in Others*

“*Do Good at Work* is transformative: It turns its readers into inspired leaders.”

— Jan Jones Blackhurst, member of the *Caesars Entertainment Board of Directors* and former Mayor of *Las Vegas*

“I would put *Do Good at Work* as among the best business books ever—for both managers and non-managers. It’s inspiring yet practical, eye-opening yet digestible and soundly researched yet deeply engaging. Its advice is so practical one wonders why it has taken so long for the word to get out.”

— Cynthia Currin, Vice President, *JBS International*

“I fell in love with this book!”

— Vic Strecher, Professor, *University of Michigan Schools of Public Health and Medicine*, Founder and CEO of *Kumanu* and author of *Life on Purpose* and the graphic novel, *On Purpose*

“*Do Good at Work* should be on every leader’s shortlist of books to read this year.”

— Ryan Gottfredson, author of *Wall Street Journal* and *USA Today* national bestseller, *Success Mindsets*

ABOUT THE AUTHOR

Bea Boccalandro advises business leaders on igniting social purpose in the workplace and helps workers end their workweek knowing they have made a difference. As founder and president of VeraWorks, a corporate purpose advisory firm, Bea has two decades of experience making customer interactions more human, products more inclusive, meetings more meaningful, operations more environmentally sustainable, marketing more charitable and otherwise igniting purpose in the workplace. Her clients include Bank of America, Caesars Entertainment, Disney, CVS Health, Eventbrite, FedEx, HP, John Hancock, IBM, Levi’s, PwC, TOMS Shoes, Toyota and Western Digital. Her work has been featured on FOX TV and in *Business Digest*, *Forbes* and *Harvard Business Review*.

Bea also has 15 years of experience teaching business purpose and corporate social responsibility (CSR) at Georgetown University, Boston College, and the University of Nevada, Las Vegas. Furthermore, her speeches across more than 50 countries have inspired tens of thousands of people to make their work more meaningful. She lives with her husband in San Clemente, California, where she frequently embarrasses herself as a beginner surfer.