



# The Purpose Economy: How Your Desire for Impact, Personal Growth and Community Is Changing the World

*By Aaron Hurst*

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## The Purpose Economy: How Your Desire for Impact, Personal Growth and Community Is Changing the World By Aaron Hurst

A series of shifts are happening in our economy: Millennials are trading in conventional career paths to launch tech start-ups, start small businesses that are rooted in local communities, or freelance their expertise. We are sharing everything, from bikes and cars, to extra rooms in our homes. We now create, buy and sell handcrafted products in our local communities with ease.

Globally recognized entrepreneur, founder of Taproot Foundation and CEO of Imperative, Aaron Hurst, argues in his latest book that while these developments seem unrelated at first, taken together they reveal a powerful pattern that points to **purpose** as the new driver of the American economy.

Like the Information Economy, which has driven innovation and economic growth until now, Hurst argues that our new economic era is driven by connecting people to their purpose. It's an economy where value lies in establishing purpose for employees and customers through serving needs greater than their own, enabling personal growth and building community. Based on interviews with thousands of entrepreneurs, Hurst shows this new era is already fueling demand for a whole host of products and services and transforming how millennials view their careers. A new breed of startups like **Etsy**, **Zaarly**, **Tough Mudder**, **Kickstarter**, and **Airbnb** are finding new ways to create value by connecting us with our local communities. At the same time, companies like **Tesla** and **Whole Foods** are making the march from just appealing to affluent buyers to becoming mainstream brands. Hurst calls these companies, along with the pioneering entrepreneurs who founded them, the Purpose Economy's taste-makers.

This book is at once a personal memoir of Aaron Hurst's own awakening as a purpose driven entrepreneur, when he left a well-paying tech job in 2001 to launch Taproot, creating a pathway for millions of professionals and Fortune 500

companies to volunteer for nonprofits. It's also a blueprint for a new economic era that is transforming companies, markets and our careers to better serve people and the world.

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### Editorial Review

#### Review

"Building on his experience as the founder of Taproot, which connects commerce with social good, Aaron Hurst powerfully sums up in *The Purpose Economy* the fundamental changes taking place in the business world." --Arianna Huffington, Chair, President and Editor-in-Chief of the Huffington Post Media Group

"As people start to think more entrepreneurially about their careers, they look for opportunities where they can make a difference, not just a living. In *The Purpose Economy*, Aaron Hurst shows how this mass quest for self-expression in the workplace is reshaping corporate behavior and creating new economic opportunities. Filled with insights, this book helps clarify how technology is changing not only how we work but what we want from work." --Reid Hoffman, Co-founder/Chair of LinkedIn, Co-author of the #1 NYT bestseller *The Start-up of You*

"Aaron Hurst, a pioneer and visionary leader in social innovation, has captured a tectonic shift in the global economy that has local consequences for all of us." --Adam Grant, Wharton professor and bestselling author of *Give and Take*

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### Arianna Huffington

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**Reid Hoffman**

Co-founder/Chair of LinkedIn

Co-author of the #1 NYT bestseller *The Start-up of You*

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"Here is that rare animal, a business book grounded in compassion. *The Purpose Economy* taps into our deep craving for meaning in our life and work. If Aaron Hurst is right, and I think he is, we are on the threshold of a new, more value-rich era in business. This book will help find your place in it."

**Daniel H. Pink**

Author of *To Sell Is Human* and *Drive*

**About the Author**

A globally recognized entrepreneur, Aaron Hurst is the CEO of Imperative, a technology platform that enables people to discover, connect and act on what gives them purpose in their work. Aaron is a close advisor to many global brands and frequent speaker and writer on the development of the Purpose Economy.

He is the founder and an active advisor to the Taproot Foundation where he was the catalyst and lead architect of the \$15 billion pro bono service market. He was the creative force behind the conception of the national Billion + Change campaign. Previously he worked in Silicon Valley developing the precursors to social media.

Widely known for his thought-leadership and a regular blogger for the Huffington Post, Stanford Social Innovation Review and LinkedIn, Aaron is a member of the Nonprofit Times Power & Influence Top 50, and has been recognized as a top social entrepreneur by Fast Company, Ashoka, Draper Richards Kaplan Foundation, Manhattan Institute and theCommonWealth Club. In 2009, he received the highest honor bestowed on an alumnus of the University of Michigan.

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