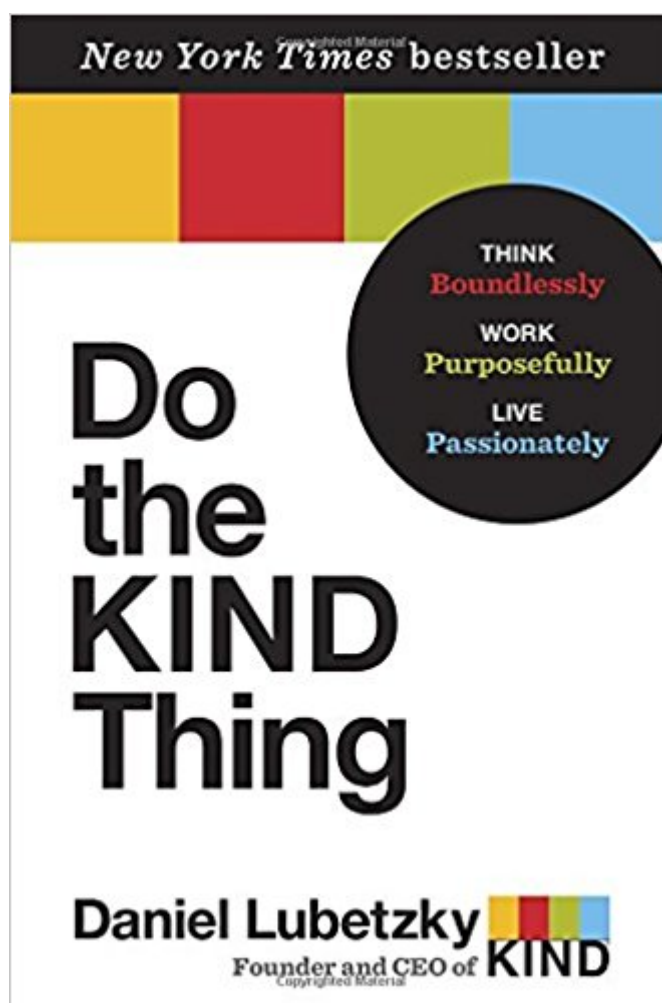


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# Do The KIND Thing: Think Boundlessly, Work Purposefully, Live Passionately



## Synopsis

For the socially conscious, the intellectually curious, or the creative soul comes an inspiring, New York Times bestselling handbook for success in business, life, and the all-important task of building a more compassionate world—by the visionary founder and CEO of KIND Healthy Snacks.

When Daniel Lubetzky started KIND Healthy Snacks in 2004, he aimed to defy the conventional wisdom that snack bars could never be both tasty and healthy, convenient and wholesome. A decade later, the transformative power of the company’s “AND” philosophy has resulted in an astonishing record of achievement. KIND has become the fastest-growing purveyor of healthy snacks in the country. Meanwhile, the KIND Movement—the company’s social mission to make the world a little kinder—has sparked more than a million good deeds worldwide.

In *Do the KIND Thing*, Lubetzky shares the revolutionary principles that have shaped KIND’s business model and led to its success, while offering an unfiltered and intensely personal look into the mind of a pioneering social entrepreneur. Inspired by his father, who survived the Holocaust thanks to the courageous kindness of strangers, Lubetzky began his career handselling a sun-dried tomato spread made collaboratively by Arabs and Jews in the war-torn Middle East. Despite early setbacks, he never lost his faith in his vision of a “not-only-for-profit” business—one that sold great products and helped to make the world a better place.

While other companies let circumstances force them into choosing between two seemingly incompatible options, people at KIND say “AND.” At its core, this idea is about challenging assumptions and false compromises. It is about not settling for less and being willing to take greater risks, often financial. It is about learning to think boundlessly and critically, and choosing what at first may be the tougher path for later, greater rewards. By using illuminating anecdotes from his own career, and celebrating some past failures through the lessons learned from them, Lubetzky outlines his core tenets for building a successful business and a thriving social enterprise. He explores the value of staying true to your brand, highlights the importance of transparency and communication in the workplace, and explains why good intentions alone won’t sell products.

Engaging and inspirational, *Do the KIND Thing* shows how the power of AND worked wonders for one company—and could empower the next generation of social entrepreneurs to improve their bottom line and change the world.

Advance praise for *Do the KIND Thing*: “An enjoyable read . . . wise advice about matters from product development to people management.” —Financial Times “By sharing the ten tenets that helped KIND grow, Daniel Lubetzky has given entrepreneurs a road map to success that includes both passion and

purpose. •Arianna Huffington, president and editor in chief, Huffington Post Media Group  
“Lubetzky uses the power of kindness to build purpose into his business and his community. He’s a role model for future leaders.”  
•Mehmet Oz, M.D., professor of surgery, Columbia University  
“I’ve always been a fan of the KIND brand. This engaging and inspirational book shows how coupling a social mission with creativity can spark change and empower a generation.”  
•Bobbi Brown, founder and CCO, Bobbi Brown Cosmetics

## Book Information

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## Customer Reviews

About the Author Daniel Lubetzky is the CEO and founder of KIND Healthy Snacks and the KIND Movement, founder of PeaceWorks and the OneVoice Movement, and cofounder of the apparel company Maiyet. He has received numerous awards and recognitions for his humanitarian efforts and his business practices. He lives in Manhattan with his wife and four children.

Q: Why did you write this book? A: I wrote this book with the intention of providing an honest look at

KIND’s story--a story that began once I had a clear sense of purpose. Hopefully it inspires others to discover their own sense of purpose and pursue their passions, both personally and professionally. Do the KIND Thing is also my way of giving back to the next generation of entrepreneurs, and anyone eager to learn from the experiences of others. Hopefully others will learn from the many mistakes I made, and be encouraged to persevere as they encounter obstacles of their own.

Q: What advice would you give to aspiring entrepreneurs? A: Block one hour every day

to let your mind go. Whether it's lying in bed before you sleep, or consciously choosing not to make phone calls while you're commuting to work, give yourself time to mull over whatever you're dealing with. Ask tough questions, like "What are the underlying assumptions that are limiting me?" Make it a practice to talk to yourself. Q: What's next for KIND? A: Our goal is to make KIND synonymous not only with a great product, a healthful brand, and a reliable company, but also a state of mind. We want KIND to become a movement that millions of our community members feel ownership of. We want KIND to touch their lives in authentic ways that inspire them to join us on our journey of making this world a little bit kinder and more delicious, every day.

**About the Book** When Daniel Lubetzky created KIND Healthy Snacks in 2004, he aimed to defy the conventional wisdom that snack bars could never be both tasty and healthy, convenient and wholesome. A decade later, KIND has become the fastest-growing purveyor of healthy snacks in the country. In *Do the KIND Thing*, Lubetzky shares the principles that have shaped KIND's business model and led to its success, while offering an unfiltered and intensely personal look into the mind of a pioneering social entrepreneur. Inspired by his father, who survived the Holocaust thanks to the courageous kindness of strangers, Lubetzky began his career hand selling a sun-dried tomato spread made collaboratively by Arabs and Jews in the war-torn Middle East. Despite early setbacks, he never lost his faith in his vision of a "not-only-for-profit" business--one that sold great products and helped make the world a better place. By sharing anecdotes--and failures--from his own career, Lubetzky outlines his core tenets for building a sustainable business and thriving social enterprise. He explores the value of staying true to your brand, highlights the importance of transparency and open communication in the workplace, and explains why good intentions alone won't sell products. One hundred percent of the author's proceeds from this book will go towards celebrating and furthering individuals' acts of kindness and courage in their communities.

**About KIND** Since its founding in 2004, KIND has been on a mission to make the world a little kinder one snack and act at a time. Through its social mission--known as the KIND Movement--KIND, together with its community, is committed to inspiring kindness through acts big and small. It fulfills this commitment through programming like KIND Causes, which helps individuals and organizations bring their socially-impactful ideas to life with monthly \$10,000 grants.

**About the Product** KIND offers multiple award-winning snack lines, all of which are gluten-free and

non-GMO. All of KIND's products are delicious, wholesome snacks made from ingredients you can see and pronounce. KIND currently offers six different snack lines including: KIND Fruit & Nut and KIND PLUS, two lines of delicious whole nut & fruit bars; KIND Nuts & Spices, a line of whole nut & spice bars that naturally have only 5g of sugar or less; KIND Healthy Grains Clusters made from five super grains; KIND Healthy Grains Bars, a line of crunchy and chewy granola bars; and STRONG & KIND, a line of savory-flavored bars featuring 10g of protein. KIND Fruit & Nut bars are whole nuts and fruit bound in honey and packed with heart-healthy fats and protein to keep you fuller, longer. KIND PLUS bars are whole nut and fruit bars plus a nutritional boost of important nutrients like antioxidants, protein, omega-3, and fiber. KIND Nuts & Spices bars are made with whole nuts flavored with delicious spices like cinnamon, chili pepper, and Madagascar vanilla bound in honey--each with only 5 grams of sugar or less. STRONG & KIND bars provide 10g of hunger-stopping protein from whole almonds, seeds, and pea protein in bold, spicy flavors like Roasted Jalapeno, Honey Smoked BBQ, and Honey Mustard. KIND Healthy Grains Bars are chewy granola bars with a crunch that provide at least 18g of whole grains per bar and are a good source of fiber. KIND Healthy Grains Clusters are a better kind of granola made from a unique blend of five super grains including gluten free oats, millet, quinoa, amaranth and buckwheat.

Advance praise for *Do the KIND Thing* – “An enjoyable read . . . wise advice about matters from product development to people management.” – Financial Times  
“Do the KIND Thing isn’t just a behind-the-scenes tour of one company’s staggering growth. It’s the story of one entrepreneur’s belief that success can be built on a foundation of empathy and, yes, kindness. By sharing the ten tenets that helped KIND grow, Daniel Lubetzky has given entrepreneurs a road map to success that includes both passion and purpose.” – Arianna Huffington, president and editor in chief, Huffington Post Media Group  
“Lubetzky uses the power of kindness to build purpose into his business and his community. He’s a role model for future leaders.” – Mehmet Oz, M.D., professor of surgery, Columbia University  
“I’ve always been a fan of the KIND brand. This engaging and inspirational book shows how coupling a social mission with creativity can spark change and empower a generation.” – Bobbi Brown, founder and CCO, Bobbi Brown Cosmetics  
“Lubetzky has proven that financial success and achieving a social goal are not incompatible – a great lesson for entrepreneurs and for anyone who wants to do good. Do the

KIND Thing succinctly explains the elements that lead to success in both realms, emphasizing the need for humility over vision and grit. •Lester Crown, chairman, Henry Crown & Company •“Lubetzky has written the playbook for anyone with a passion and a vision for leveraging business as a tool for social change. His journey has been anything but easy and straightforward but his honest and at times hilarious descriptions of his many failures will serve all aspiring entrepreneurs. •Pamela Hartigan, director, Skoll Centre for Social Entrepreneurship, Saïd Business School University of Oxford •“In Do the KIND Thing, Daniel Lubetzky reminds us that doing well and doing good are not mutually exclusive. KIND is a stellar example of how a business can be both highly successful while also advancing a culture of decency and generosity. •Richard Plepler, chairman and CEO, HBO •“This book is an invaluable practical guide to what it takes to create and run a business and a brand. Priceless examples of both successes and failures can be found throughout, together with the values of simplicity, trust, and transparency. By reading this book you learn business essentials; you will also come to know and love the man. •Sir Mark Moody-Stuart, former chairman of the Royal Dutch/Shell Group and vice chairman of the UN Global Compact

Daniel Lubetzky is a pioneering social entrepreneur known for integrating social objectives with sustainable market-driven forces to forge new business models that build bridges between people. He is the CEO and founder of KIND Healthy Snacks and the KIND Movement. He is also founder of PeaceWorks and OneVoice, and cofounder of the apparel company Maiyet. Lubetzky has received numerous awards and recognitions for his humanitarian efforts and his business practices; among them he has been named one of America's Most Promising Social Entrepreneurs in BusinessWeek, one of 25 Responsibility Pioneers by Time, one of the Creativity 50 by Advertising Age, and one of the 100 Most Intriguing Entrepreneurs at the Goldman Sachs Builders and Innovators Summit. He has received Entrepreneur of the Year awards from both Entrepreneur magazine and Ernst & Young. He lives in Manhattan with his wife and four children.

Any company looking to up its concentration on delivering excellent product, do-good mission, and building a profound culture should look to KIND as an icon. The company's CEO & founder, Daniel Lubetzky, has written the most enlightening book on how to achieve success in business, personal life, whilst making the world a better place. As an entrepreneur myself, I've learned so much from his journey and I could relate to every nuance of his personal, intensely honest stories from the early days of KIND / Peaceworks. Many entrepreneurs in the start-up phase lead pretty

grim lives on the emotional and financial edge. Lubetzky teaches us that we must believe in the mission of an entrepreneurial venture and not settle for less. And most of all, never ever give up. Transform your experience to learn to think boundlessly and critically and consciously choose what appears to be a tougher path initially but reap the benefit of greater rewards in the long term. I am highly inspired and have learned tremendously from his anecdotes. I love that he celebrates past failures through the lessons learned from them. He's given me a "bible" to success that encompasses both passion and mission! It's a must read.

I learned a lot through Daniel's stories and lessons of how a business should and should not be run. His words of wisdom about integrity and treating one's team members are gems that should be taught to all business executives. Perhaps if more people followed them, our country's corporations would be in better shape with better business sense and morals.

The book was a story told, in a clear and simple way, of how one man struggled to become an entrepreneur. It was honest and sincere which struck a cord because the struggles are similar to my own!

The reason I gave this 2/5 was because it is basically an extended commercial for KIND. It would be great to see how many times the word KIND is mentioned throughout this book. Lubetzky constantly tooted his horn and was adamant to tell us how he made the right decisions and how great KIND is all around. This rhetoric got stale after a few chapters and made the book a chore to complete. This is the type of book that would be required reading for your entrepreneurial class. While it does give some neat inside points to what it's like creating a business, it begins to get very redundant. I would love to see Lubetzky speak for an hour and tell this story, but throughout the book, he seemed to repurpose many nuggets of wisdom and retell many stories.

Not what I expected at all. Product promotion.

Do the KIND Thing was an exceptionally inspiring book. As a huge fan of KIND it was fascinating to read about how the company came to be. I enjoyed learning about both the history of the company and its founder's stories and values. I highly recommend this book.

An inspiring, educational and enjoyable handbook for success in business and in life. I highly recommend this book to everyone! Awesome!! 100% of the author's proceeds will be donated to people who choose kindness.

This is a great book to help understand how a purpose truly defines a person and an organisation, so as to ensure it achieves its goals. The story of KIND is a great example for everyone on how to approach making a difference through purpose.

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