

BE THE CHANGE

A roundup of books, apps and other resources for the C-suite.



Be More Pirate: Or How to Take On the World and Win.
By Sam Conniff Allende.
Penguin, 2018.

To be a harbinger of change—rather than the casualty of it—look to pirates of the 1700s, says Sam Conniff Allende. Faced with a “self-interested establishment, certain uncertainty, a broken system, and industrial scale redundancy and disruption,” this notorious bunch ditched the status quo and turned to piracy.

Ahead of their time on progressive social movements ranging from same-sex marriage to diversity, they possessed characteristics today’s leaders looking to drive change should emulate. In their heyday, pirates were:

- Unafraid to challenge the establishment
- Creative, innovative and disruptive
- Fiercely independent
- Led by principles and honest about profit
- Highly talented but underappreciated

In *Be More Pirate*, Mr. Allende draws parallels between the strategy and innovation of pirates, and reveals how to apply their tactics in life and work, now and in the future.



How Change Happens: Why Some Social Movements Succeed While Others Don't. By Leslie R. Crutchfield. Wiley, 2018.

There is no instruction manual for driving social change. It is messy, daunting and often arduous. Some campaigns engage the public, while others never get off the ground. Leslie R.

Crutchfield examines the leadership approaches, campaign strategies and on-the-ground tactics of some of the largest modern-day movements in the U.S., from legalizing marriage equality to reducing smoking. Ms. Crutchfield writes that studying these movements reveals patterns that separate the effective from ineffective. Among the practices to emulate: the ability to energize from the bottom and let local activists lead, and the ability to garner support from business leaders who can drive transformation by changing employee policy and raising their often influential voice.



The Tyranny of Metrics. By Jerry Z. Muller. Princeton University Press, 2018.

The zeal to quantify every aspect of human performance is undermining the performance of schools, health care, businesses and government, writes Jerry Z. Muller, professor of history at

The Catholic University of America, in *The Tyranny of Metrics*. In business, for example, he argues the common practice of tying executive performance to pay is pushing some employees to engage in actions that threaten the organization's reputation. To break the cycle, Mr. Muller offers a checklist of when and where to use metrics and challenges executives to ask themselves fundamental questions, such as "What are the costs of *not* relying on standardized measurement?"



DISRUPTING JAPAN

Spending on Japanese startups hit a record-high JPY271.7 billion in 2017, according to Japan Venture Research. And the young guns at the helm of those companies are out to revolutionize the country's traditional business world and lead innovation across a bevy of industries. In the podcast *Disrupting Japan*, Tim Romero, a Tokyo-based innovator, author and entrepreneur, talks to the game changers leading the charge, gaining insight into everything from their creative process to their predictions for the future. Recent interviews include Tomohiro Takano, CEO and founder of Awakens, a company looking to design a genetic marketplace that will serve both B2B and B2C clients, and biotech pioneer Mitsuru Izumo, whose company, Euglena, creates biological jet fuel, even succeeding where the U.S. National Aeronautics and Space Administration failed.

Available on: **Android, iOS, Stitcher**



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A live event hosted by the *Disrupting Japan* podcast and early-stage venture fund and seed accelerator 500 Startups.



THIS IS YOUR LIFE

Change Narratives

Change takes initiative, grit, leadership and a cause worth fighting for. Check out these three documentaries, each taking an in-depth look at a cause, the people sparking it and the motivators behind it. Although there are surely lessons to be learned from all of them, perhaps the most profound takeaway is a heavy dose of inspiration.



◀ **Tell Them We Are Rising: The Story of Black Colleges and Universities**

In their more than 150-year history, America's Historically Black Colleges and Universities (HBCUs) have educated and cultivated the rise of some of the country's greatest leaders, activists, intellectuals and influencers, including Booker T. Washington, Martin Luther King Jr., Oprah Winfrey, Toni Morrison and Spike Lee. This film shines a light on their beginnings and role in history. "I set out to tell a story of Americans who refused to be denied a higher education and—in their resistance—created a set of institutions that would influence and shape the landscape of the country for centuries to come," director Stanley Nelson said.

Available on: DVD, Amazon Video



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'Heroin(e)': The Women Fighting Addiction in Appalachia ▶

With an overdose rate 10 times the national average, Huntington, West Virginia, USA has been hit hard by the U.S. opioid epidemic. This Academy Award-nominated documentary spotlights three women trying to break the cycle: Fire Chief Jan Rader offers emergency treatment to users; Judge Patricia Keller presides over the local drug court; and Necia Freeman feeds meals to women selling their bodies for drugs.

Available on: Netflix





▲ **Soufra**

Soufra—which means dining table in Arabic—follows Mariam Shaar, a social entrepreneur who has spent her entire life in the Burj El Barajneh refugee camp just south of Beirut, Lebanon. In an effort to change her fate and that of fellow women refugees, Ms. Shaar launched a catering company, *Soufra*, which expanded into a food truck. While the film certainly sheds a light on the global refugee crisis, it also is meant to be a tale of hope and breaking barriers as the business brings together Syrian, Iraqi, Palestinian and Lebanese women.

Available: In select theaters



HOW TO BE AMAZING

In this podcast, actor Michael Ian Black interviews people who have figured out a way to turn their essential selves into a career. Guests include *New York Times* best-selling author Baratunde Thurston, Planned Parenthood President Cecile Richards and Reddit co-founder Alexis Ohanian. Mr. Black uses wit and charm to get to the heart of how his guests live, what they care about and, ultimately, what their advice is for others looking to do the same.

Available on: Android, iOS



Michael
Ian Black