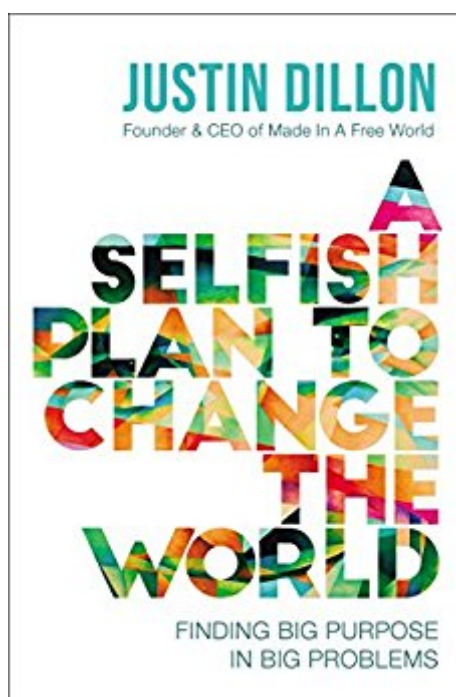


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# A Selfish Plan To Change The World: Finding Big Purpose In Big Problems



## Synopsis

You are exactly what the world needs. What if your search for meaning could solve the world's problems? What if everything you are passionate about could save a life or change history? Justin Dillon argues it can, and *A Selfish Plan to Change the World* shows how. In this paradigm-shifting new book, Dillon--the founder of Slavery Footprint and Made in a Free World--reveals the secret to a life of deep and lasting significance: the discovery that our need for meaning is inextricably linked to the needs of the world. *A Selfish Plan to Change the World* delivers a revolutionary method for meeting both needs. Drawing upon his own unlikely transformation from touring musician to founder of a global movement and telling the stories of other surprising world-changers, Dillon shows how to create a life of deep purpose by stepping into the problems of the world. Taking readers on a journey from sweatshops in India to punk rock concerts in Ireland, Dillon exposes the limitations of the "giving back" approach involving donations and volunteerism to reveal the unexpected power of "giving in" to pursue self-interest in a way that alters the very dynamics of the world's most challenging problems. *A Selfish Plan to Change the World* is your "self-help-others" guide to a life that matters, demonstrating how you can repurpose your existing talents, backstory, and networks to improve the lives of others. Changing the world no longer belongs only to martyrs and professional do-gooders. You can live an extraordinary life. You can change the world. All you ever needed was a plan.

## Book Information

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## Customer Reviews

Extremely well written, inspiring, and instructive. For anyone who has ever asked "what can I actually do to make a difference in the world?" .....or anyone who aspires to leave a bigger mark but doesn't know where to start.....or anyone who just needs a little hope and inspiration in a rapidly changing political and social climate...get ready to be moved. This book had the perfect mix of storytelling and application. Dillon brilliantly found a way to tackle a serious topic without the heaviness. I found myself reflecting, pondering and even laughing at times...and found it hard to put it down because of Dillon's gifts as a writer/communicator. I walked away challenged to consider new paradigm in terms of how I think about (and act on) meaning, calling and legacy. So many books are told from the lens of a theorist, but Dillon credibly speaks with the voice of practitioner...an everyday person who actually changed the world because he found his "riot". I'm going to buy this as a gift for every graduate in my life and others who would value a dose of inspiration!

Justin Dillon lays out a very personal and compelling case to open your eyes to your impact in the world, to accept the vulnerability you feel when you don't like what you see, and to find meaning in your work so that you might start to see an impact for good. Personally, I will probably never take the sort of career change that Justin describes in the book. But, Justin inspires me to find the good in my work. There is so much I can do, while still doing what I was hired to do. More importantly, I have found that people get excited to help when I can show that they will make a bigger impact than just improving the company's bottom line. Too many of us find ourselves in corporate jobs doing work that, too often, lacks the sort of meaning that provokes little emotion other than stress over deadlines. As Justin points out, we risk suffering a poverty of meaning unless we help those with a poverty of resources. The really amazing thing is that my change in perspective has helped provoke a change in emotion. Now, when I feel emotional about my work, it is because I have found a way to make it meaningful. It is hard to open up to the possibility that I can make a difference in people's lives because so much more can hang in the balance of success and failure. Even so, it makes my

work so much more fulfilling. Wherever you are in your career this is a powerful message. Anyone can get inspired by it. An aspiring start-up entrepreneur, a non-profit employee, someone working in consulting, and someone in a corporate culture, like me, will each take different lessons from the book. But each part of it will speak to you no matter what you do.

Smart, insightful ... blah blah blah ... that is said about many books attempting to get individuals to "change the world." Don't let your mind think that THIS is another one of THOSE books. A SELFISH PLAN is entirely different. It approaches the ideals of change and social good, personal ambition and passion from a unique perspective and toward a unique outcome. Dillon offers new language to often stale topics, and invites readers into stories and experiences that are practical and aspirational. Loved it from start to finish.

Justin's book is a significant work of human development and societal evolution. You should buy this for all your family and friends right now. You will be their hero if you do. "A Selfish Plan To Change The World" will be relevant next year, in a decade...and will likely leave a legacy for many generations to come. Don't wait for your kids or grandkids to tell you about all they learn from this book and watch them implement what they learn. You read the book, tell them about it, and let your descendants look to you as the patriarch or matriarch of finding a riot and changing the world.

It's a page turner! Justin vividly illustrates and weaves so many experiences, stories, life lessons into a captivating journey everyone can go on, learn from, and be inspired by. He's proof that if ordinary people found their riot, they can change the world. A perfect gift for high school and college graduates.

With U2 on their 30th Anniversary Joshua Tree Tour, Justin Dillon's book is the perfect companion for those of us wondering whether we really have something special to offer the world. (After all, what could I do to help change the world?) Justin's response is simple: "EVERYTHING!" From the opening pages, "A Selfish Plan" weaves stories of music, passion, ground warriors in the fight against human trafficking and exploitation, and provides a poignant call to arms --

#FindYourRiot! This is a perfect book for the new graduate, the young soul-searcher, the middle-aged significance-finder, and the older wisdom-provider. Basically, it's a great book for most of us, particularly at this time, when many are asking, "What can I do to help change the world."

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