

THE
RESPONSIBLE
ENTREPRENEUR



FOUR GAME-CHANGING
ARCHETYPES FOR FOUNDERS,
LEADERS, AND IMPACT INVESTORS

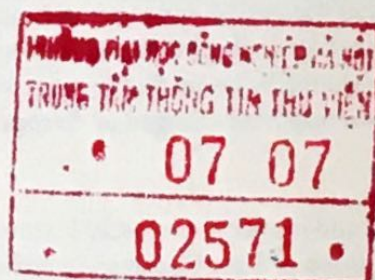
CAROL SANFORD

FOREWORD BY JOHN FULLERTON, FOUNDER AND PRESIDENT, CAPITAL INSTITUTE

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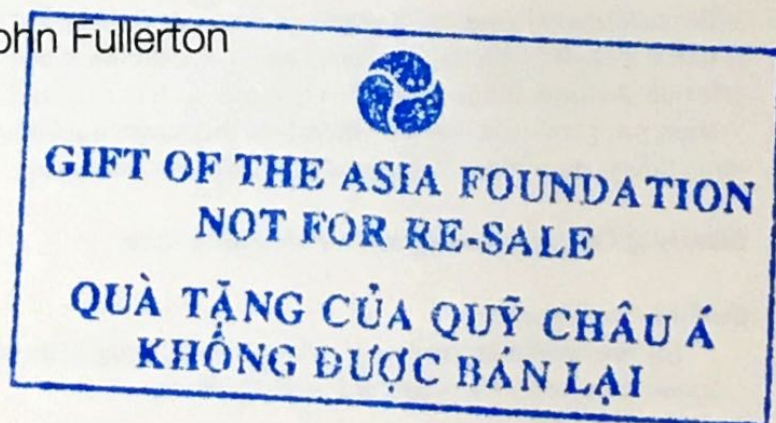
The Responsible Entrepreneur

Four Game-Changing Archetypes
for Founders, Leaders,
and Impact Investors



Carol Sanford

Foreword by John Fullerton



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Foreword

by John Fullerton

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Foreword

The book in your hands is a gift.

It is a gift to those who wake up in the morning and want to change the world. It is a gift to entrepreneurs seeking to pursue their highest calling. It is a gift to a new breed of investors, “impact investors,” who are looking to back entrepreneurs with a social and or environmental mission, and to align their capital with their values in the process. Mostly, it is a gift to civilization, for I believe that the innovative and creative potential of entrepreneurialism, empowered by our innate goodness and unique human agency to impact the world, holds the promise of a prosperous future for our grandchildren.

It is increasingly clear to most thinking people that the first half of the twenty-first century is and will continue to be a time of great transition. Many interconnected crises—social, cultural, economic, financial, political, and ecological—are all converging at the same time, making this time one of great uncertainty fraught with profound risks. The leading institutions of the world—established in a different time, in a context no longer relevant, and for different challenges—seem hopelessly inadequate to the task at hand. While it has become a cliché among forward-thinking