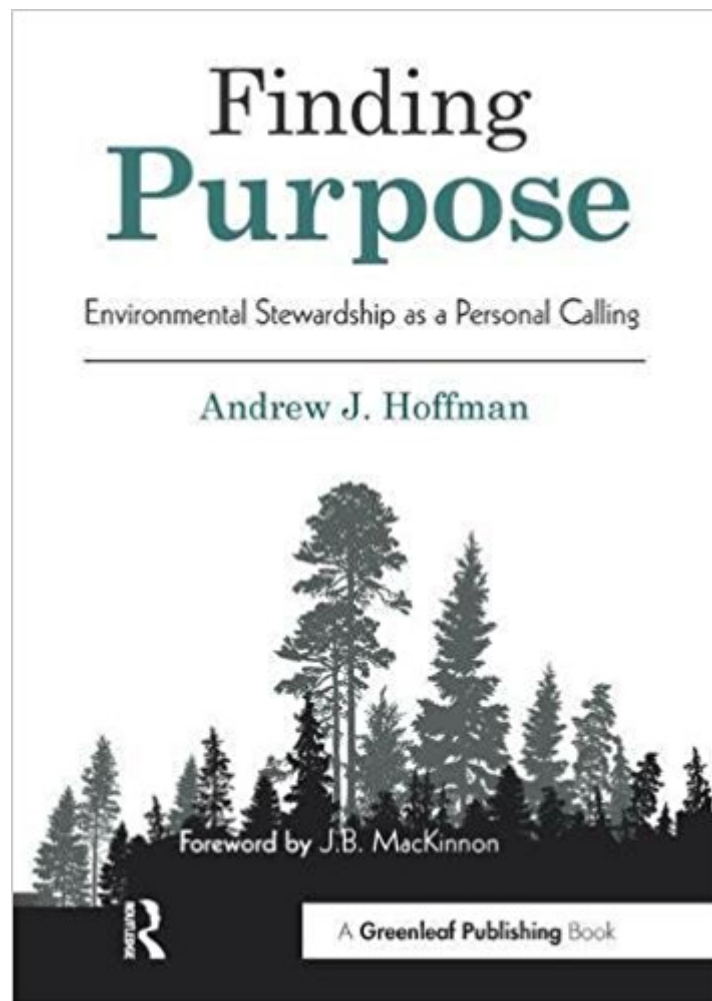




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Finding Purpose: Environmental Stewardship As A Personal Calling



Synopsis

Both thoughtful and thought-provoking, *Finding Purpose* aims to challenge our understanding of how humanity interacts with planet Earth, and our role within this. This book is an invitation: would you like to participate in one of the most important projects of imagination, perhaps the greatest ever, in human history? Distilling and refining over 20 pieces from a lifetime of work in academia and trade, across speeches, blogs, editorials and essays, Hoffman invites us to look beyond material growth and explore the role of the individual and business in discovering a wider purpose to bring about a balanced and sustainable society. The reader is encouraged to consider humanity's relationship with the environment through different lenses: business, academia, faith-based and cultural. By bringing them together, Hoffman encourages us to understand our relationship with the planet in a far more holistic sense. Drawing on ideas from philosophy, literature, natural sciences and politics, Hoffman ensures that the ideas he explores are wholly accessible and applicable. Fully substantiated through various research and examples, the issues described are consistently made relevant to the reader. *Finding Purpose* is the perfect book for anyone from student to CEO thinking about their place in the world, and how making changes in our own lives and societies can impact on the world around us.

Book Information

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Customer Reviews

It's rather easy to get sucked into the black hole of pessimism when it comes to the state

of our planet. And it's just as tempting to find needed solace in optimism, a vague hope that something like technology or an eleventh-hour revolution will put civilization and the biosphere on a sustainable course. Andrew Hoffman's *Finding Purpose: Environmental Stewardship as a Personal Calling*, offers a path out of this stale polarity between optimism and pessimism. The book is unique in the realm of environmental literature in that it is less an alarmist call to action or policy prescription, and more of a call for self-reflection. Hoffman presents a collection of essays on the need to find purpose and calling wherever one is on life's path. Whether a college senior on the eve of "selling out," or a late career CEO who needs courage to look beyond the limited horizon of shareholder value, Hoffman gets the reader asking herself questions about her role in the wider effort to save our world. For the full review, please

see: http://www.earthisland.org/journal/index.php/eij/article/a_call_to_keep_the_faith - Earth Island Journal - Bjorn Philip Beer | The University of Michigan's Andrew Hoffman has crafted a series of heartfelt essays that explore why anyone connected with business should be concerned about climate change, sustainability, and the fate of the world.... Thoughtful and powerful. For the full review, please

see: <http://www.bizedmagazine.com/archives/2017/1/ideas-in-action/bookshelf?platform=hootsuite> - BizEd Magazine | I recently had the opportunity to read a book titled "Finding Purpose" written by Andrew J. Hoffman. It is an outstanding book that should be read by everyone that has any interest in planet earth and its future.... In summary, "Finding Purpose" is one of the best books I have read in a long time. If I were still teaching, this book would be required reading for every student. It is not just for students but for everyone who has had even the smallest interest in environmental issues. You may find additional information about the book at <http://www.greenleaf-publishing.com/findingpurpose> For the full review, please

see: http://www.georgepnassos.com/George_P_Nassos/Articles_files/Finding_Purpose.pdf - George P. Nassos & Associates blog - George P. Nassos

Andrew J. Hoffman is the Holcim Professor of Sustainable Enterprise at the University of Michigan. He has previously worked for the US Environmental Protection Agency and in the construction industry. J.B. MacKinnon is a journalist and author of *The Once and Future World*.

Hoffman opens *Finding Purpose* by encouraging introspection, including, if one's relationships are transactional or relational. *Finding Purpose*, to me, was an invitation, a seat at the

table, a voice welcomed at a conversation on conservation and sustainability.

Hoffman's words are measured and concise. These attributes are not lost on me. The author clearly took great effort to navigate the reader to be open-minded and inquisitive while simultaneously stressing society's shift to sustainable practices. I was initially relieved (or hypocritical) (or perplexed) at the relatively curt chapters of Finding Purpose. Satisfied by sustainability in succinct sentences? As I ran over broken wearable technology by Fitbit and Jawbone piling up on New England sidewalks and SoCal boardwalks each morning faster than their legal teams' billable hours, I wondered whether the author would be an efficient craftsman or fast fashionister. Much of Finding Purpose spoke to me. Hoffman writes about "the short-term thinking promoted by quarterly corporate financial reports". My Gillette Fusion has a longer lifecycle and superior warranty than my Fitbit Blaze. I excused Fitbit's poor product/customer service as "QE reputation concessions". Hoffman also speaks of authenticity and the reactions he has received for speaking out. I caved to a corporate request to take the comment in-house. The author has received far worse feedback before penning Finding Purpose. The reason Finding Purpose will stay with me and call me to act long after I completed the book is because of this: "...it involves theft from future generations and the poor." - p. 118 A wearable technology company did not rob me. I robbed future generations and the poor. The author is an efficient craftsman.

Hoffman's book "Finding Purpose, Environmental Stewardship as a Personal Calling" inspired me to add another dimension in my future career. He challenged me by asking critical questions (e.g. what do you believe? why green business?), which trigger my thoughts about how to pursue a business opportunity that can create environmental sustainability. My old understanding of business was that business could not get along with the environment. Its growth always compromises the environment; even its recent version is all about reducing unsustainability. However, this book points out that business in fact would be able to create sustainability, and it is completely different from reducing unsustainability. I hope that you will feel the same way when you read this book, and also put more thoughts in your career decision when response to his questions. I have read many other books about promoting environmental sustainability. Most of them used statistics to call attention to its importance and these numbers often bored me. Unlike these books, Hoffman's book is designed to be conversational. Each chapter, he put a little story first, many of which are his personal experiences.

When I read them, I felt I was communicating and discussing with him rather than being educated by him with statistic results. Last but not least, I would like to emphasize that this book serves as a guidance to think about our future. If you have not thought about that, it is the book to start. I believe everyone will have his unique response after finishing this book.

On 1835 when Karl Max graduated from high school, he wrote "If we have chosen the position in life in which we can most of all work for mankind, no burdens can bow us down, because they are sacrifices for the benefit of all; then we shall experience no petty, limited, selfish joy, but our happiness will belong to millions." In his book "Finding Purpose", Andrew J. Hoffman expressed similar idea: he wants students in business school to find a calling, a broader even unlimited stage to address some fundamental issues faced by human being. Taking responsibility to steward planetary ecosystem, the great challenge our generation is his expectation on young people. Another part impresses me deeply in this book is Hoffman use the example of Pope Francis's encyclical letter to show how critical role religions can play on addressing Climate change. His idea tells us not only religions, but also academia and business world should break their respective boundaries and work together to convince public Climate change is real and alter their behavior, regardless of how huge effort and how great courage it will need. Overall, Finding Purpose is an amazing book because it always challenges your original ideas and push you out of your comfort zone to think sustainable issues more broadly. I highly recommend it!

Hoffman has written a book that offers something to everyone. He challenges our conventional thinking by offering business as the environmental solution to help our planet. To many, business is the enemy of the environment, so how could it be the solution? Hoffman addresses this concern by using real world examples and explains the course business must take to ensure a sustainable future. I was really encouraged and inspired by the book as well. The author challenges the reader to look not just for a job but a fulfilling career in which he/she can make a difference. As an aspiring entrepreneur, I will be returning to this book for inspiration as I find my own purpose in the environmental field.

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