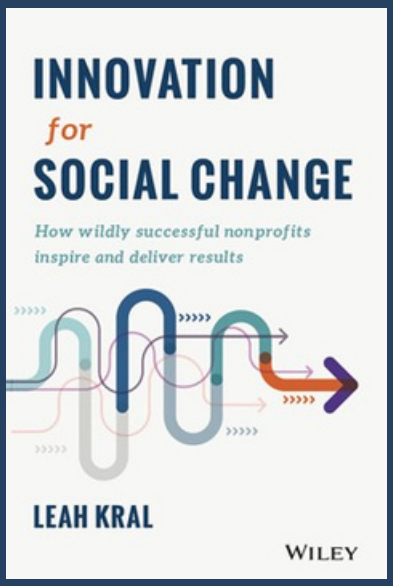
"If your nonprofit needs a boost of innovation and inspiration, Leah Kral's Innovation for Social Change is just what the doctor ordered. Through practical examples and modern research, this book encourages nonprofit leaders to trust creativity, take risks, and, perhaps most importantly, learn from failure."
— Arthur C. Brooks, Professor, Harvard Kennedy School and Harvard Business School, and #1 New York Times bestselling author

"Innovation is not just for commercial businesses. This fascinating book tells stories from innovative nonprofits, deriving vital lessons for how social entrepreneurs can and do turn new ideas into affordable, reliable and available improvements in people's lives."
— Matt Ridley, author of How Innovation Works

INNOVATION FOR SOCIAL CHANGE

HOW WILDLY SUCCESSFUL NONPROFITS INSPIRE AND DELIVER RESULTS



Empowering nonprofits to transform aspirations into impact, Innovation for Social Change is a roadmap for nonprofit leaders.

What you'll learn:

- How to transform abstract concepts into actionable initiatives
- How to conduct small-scale experiments for valuable learning experiences
- How to cultivate an innovation-friendly environment

The book showcases the importance of creative thinking and strategic planning for nonprofit success. Real-world stories include insights from social entrepreneurs and influential nonprofits that boldly challenge the status quo. The book is a vital resource to empower organizations to become effective change agents.

Nonprofit organizations and leaders often ask the question: How do we know if what we are doing is working? Are we making a real impact in the lives of those we serve?"

Innovation for Social Change is the guide that implements meaningful change through measurable initiatives by infusing nonprofits with best practices to drive high-impact outcomes.

INNOVATION FOR SOCIAL CHANGE SHOWCASES:

- Six basic and mutually reinforcing principles that will help you become more innovative today
- Instructive and engaging stories from a cross-section of nonprofits such as the Second Chance Business Coalition, Mayo Clinic, Rhinos Without Borders, Crisis Text Line, and from a variety of budgets and sectors (social services, healthcare, education, advocacy, and NGOs).
- Strategies for applying straightforward principles from economics, such as trade-off thinking, bottom-up empowerment, and creating unlikely partnerships, to supercharge nonprofit innovation

WHAT PEOPLE ARE SAYING:

"Leah Kral's Innovation for Social Change: How Wildly Successful Nonprofits Inspire and Deliver Results, provides the necessary reminder to anyone managing a nonprofit that innovation and good organizational design is an essential component of an effective nonprofit. Through practical examples and useful frameworks, this book encourages nonprofit leaders to trust creativity, ask good questions, and, most importantly, not be afraid to do things differently." – Sarina Dayal for Philanthropy News Digest

Reader reviews: 22 five-star Amazon reviews; 4.5 stars on Goodreads

"I'd recommend this to anyone working in the non-profit sector."
"practical instruction, along with relevant examples that have inspired me to innovate. My organization has already begun putting some of these principles in place, and are seeing the benefit. Every nonprofit leader and nonprofit board member should read this book!"
"Almost every page is full of fascinating real-world examples--both cautionary tales, and inspiring models. It is the best book on non-profit innovation I have read."
-Goodreads and Amazon reader reviews

LEAH KRAL

HOW WILDLY SUCCESSFUL NONPROFITS INSPIRE AND DELIVER RESULTS

ABOUT LEAH KRAL

With over 20 years of experience in social impact, Leah Kral is an expert facilitator and author who helps nonprofits innovate and further social change.

As owner and principal of Two Larks Consulting, Leah Kral provides tailored workshops and consulting to nonprofit and philanthropic leaders across the country. For decades, she has been helping teams to break out of the busy daily routine and draw out their best creative thinking. She helps teams to design pilots, program strategies and meaningful evaluation approaches, leading to better outcomes and more compelling stories for supporters. She is a returned Peace Corps Volunteer (Jamaica '02-'04) and continues to serve as an active volunteer in her community. She lives in northern Virginia with her husband Richard.

Why Leah:

- Leah's passion for helping nonprofit entrepreneurs stems from a life journey with some unexpected twists and turns. Early in her career, she worked in industry in quality systems and engineering, but a two-year stint in international development rocked her world. She couldn't stop thinking about the huge social needs in the world and the heroic efforts of those working to make a difference. She set out to combine the intersection of those two worlds, entrepreneurially solving problems and building empowered teams with the best management frameworks tailored for the nonprofit workplace. Testing and translating best practices for those doing the hard work of building civil society has been her passion ever since.

- With more than 20 years of experience in nonprofit leadership, Leah is a sought-after speaker at nonprofit industry events and serves on advisory boards. She has been hosted by organizations such as American Fundraising Professionals, the Social Impact Advisory Network, The Stand Together Foundation, The Forbes Funds, Pacific University School of Nonprofit Leadership, and the Center for Public and Nonprofit Management.

- Leah has appeared on multiple podcasts including Your Path to Nonprofit Leadership with Patton McDowell and We Are For Good. Her work has been featured in outlets such as Philanthropy News Digest and Philanthropy Daily.

INNOVATION FOR SOCIAL CHANGE

HOW WILDLY SUCCESSFUL NONPROFITS INSPIRE AND DELIVER RESULTS

MORE ABOUT THE BOOK:

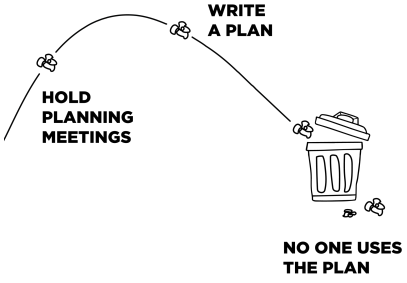
- A roadmap to creative innovation and how to unlock the power of design thinking, "Innovation for Social Change: How Highly Effective Nonprofits Inspire and Achieve Results" provides a hands-on approach and practical strategies for organizations to reach their potential.

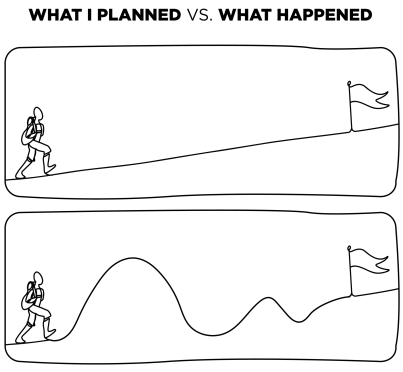
- The book is a practical guide for organizations seeking to cultivate innovation. It introduces a structured approach to help them explore new possibilities and initiate meaningful positive change.

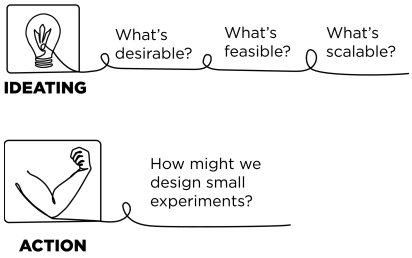
- One common misconception is that we in nonprofits don't have enough resources (time, staff, money) to pursue innovative ideas. The truth is inefficiencies and lost opportunities are by far the greater loss. Innovation for Social Change introduces hands-on design thinking strategies and techniques that can be applied as a discipline process within organizations.

- Readers can use these approaches to identify hidden needs, address the consequences of their ideas, and concentrate their efforts where they will have the greatest impact. It also shows why some nonprofits succeed while others misfire.

- The book shares practical how-to steps accompanied by real-world stories that bring the lessons to life.







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SEEKING A SPEAKER FOR YOUR NEXT EVENT?

CRS Catholic Relief Services

Catalyst Now

We are for Good.

AFP Association of Fundraising Professionals

THE Nonprofit Hive

BERKLEY CENTER for Religion, Peace & World Affairs GEORGETOWN UNIVERSITY

npp The Nonprofit Partnership

Stand Together FOUNDATION

National Network of Fiscal Sponsors

USC Dornsife Wrigley Institute for Environment and Sustainability

GEORGETOWN UNIVERSITY School of Continuing Studies

THE NONPROFIT ASSOCIATION OF OREGON Good works. Together.

innoFaith Innovation that matters

Pacific University Oregon

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POSSIBLE THEMES FOR INTERVIEWS, PRESENTATIONS OR WEBINARS:

- How to spark innovation and energize your nonprofit team with design thinking tools
- Innovation in the nonprofit workplace: what gets in the way? And what can we do about it?
- Evaluation and metrics that spark creativity and team learning
- Grantmaker-grantee relationships that help (rather than hinder) innovation
- Traits of social entrepreneurs and nonprofit innovators we can learn from
- Entrepreneurship and nonprofit organizations: how the two can work together
- What's your north star? Clarity of direction and theory of change

POTENTIAL QUESTIONS:

- What led to your passion for helping nonprofits innovate? Is it personal to you?
- Why should we care about nonprofits and civil society?
- Many people might associate innovation with the business world. What does innovation mean in the nonprofit sector?
- What gets in the way of nonprofits being innovative and effective?
- What are techniques for drawing out the best creative ideas from front-line workers?
- What are your six principles for social change innovation?
- How can we build innovation into our organizational DNA?
- How do individuals bring their best innovation “A game”?
- What are your favorite stories of highly innovative nonprofits? What about stories of nonprofit failure?
- What motivated you to write the book, and what do you hope readers take away from it?

CONTACT LEAH

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Media Contact:

For media inquiries, use contact form at LeahKral.com

Connect with Leah:

Read Leah's blog on substack

Follow Leah on LinkedIn