

Praise for *Good Work*

If you want to make a difference through your day job, then this book is for you. *Good Work* is a very practical guide that takes you through each iterative step to convert your passion into purpose and pay. It dispels the myths around finding a new job and leverages Shannon Houde's 20 years of recruitment experience to give you the hiring manager's perspective. Unlock the secrets you never knew about how to position yourself to be relevant to hiring managers and recruiters alike, while growing your knowledge and networks around the issues you care most about. This is a must-read for anyone wanting to make a career change into impact.

JOEL MAKOWER, CO-FOUNDER, CHAIRMAN AND EXECUTIVE EDITOR,
GREENBIZ GROUP INC

Shannon Houde's *Good Work* is an invaluable tool for anyone seeking to attain a job that harmonizes personal purpose with the objectives of organizations in the impact economy. A career coach with specialized focus on the impact economy, Shannon has supported many emerging leaders in navigating their paths to meaningful work that aligns who they are with what they do. Now, with her best-in-class book *Good Work*, she has offered a detailed road map – a profoundly valuable how-to process to land a job in the impact sector. If you buy one book to assist you in your work/purpose journey, this is the one!

PETER LUPOFF, CHIEF EXECUTIVE OFFICER, NET IMPACT

Shannon Houde has dedicated her career to catalysing sustainable development through empowering and mobilizing human capital, both as a coach and as a hiring manager. By providing

practical advice, along with market intelligence and buckets of inspiration, she has created a book that is a crucial tool for those already operating in positions of purpose, and for those who aspire to transition their talents into the impact sector.

ANDREW CARTLAND, FOUNDER AND MANAGING DIRECTOR,
ACRE RECRUITMENT

If you want to make an impact and make a living you found the right book. Jobs in corporate responsibility are exploding, but so is the competition. This is a relatively new field, and *Good Work* provides insights on the knowledge, skills and abilities needed. As a specialist in this emerging field, Shannon Houde provides a practical and actionable road map to attaining your goals. This book is sure to enable the next generation of sustainable business leaders.

TIM MOHIN, FORMER CHIEF EXECUTIVE, GRI,
AND FORMER SUSTAINABILITY LEADER, INTEL, APPLE AND AMD

Shannon Houde's book is a welcome addition in a field that I have watched deepen and grow as a sustainability recruiter and consultant over the past two decades. The expansion of the purpose economy is good for the world, but it also means that navigating your career path is more complicated than ever. In these pages, Houde distils the wisdom she has cultivated coaching individuals around the world into a straightforward framework for sustainability – and sustainable – career success. If you want to use your working hours to make a difference in the world, this book will show you how, whether you are just starting out, making a career switch or starting your own business in the impact sector.

ELLEN WEINREB, MANAGING DIRECTOR,
WEINREB GROUP SUSTAINABILITY AND ESG RECRUITING

If you are looking to unlock the potential of your personal values in an 'impact career', Shannon Houde has written you a

handbook. Whether you are just starting your professional journey or seeking a transition to impact, *Good Work* provides the tools and a road map to identify, target and secure the impact job of your dreams. I guarantee that you will also learn a bit about yourself in the process.

DAVE STANGIS, FORMER CHIEF SUSTAINABILITY OFFICER,
CAMPBELL SOUP COMPANY, AND FORMER DIRECTOR OF CORPORATE
RESPONSIBILITY, INTEL

Good Work is filled with practical and helpful insights, example career profiles, networking strategies, and résumé and interview tips for purpose-driven jobseekers. This is sure to be a go-to resource for anyone interested in pursuing a career that aligns their professional skills with their passion for changing the world for the better.

KATIE KROSS, MANAGING DIRECTOR, CENTER FOR ENERGY,
DEVELOPMENT AND THE GLOBAL ENVIRONMENT (EDGE) AT DUKE
UNIVERSITY, AND AUTHOR, *PROFESSION AND PURPOSE: A RESOURCE
GUIDE FOR MBA CAREERS IN SUSTAINABILITY*

Good Work

*How to build a career that makes
a difference in the world*

Shannon Houde



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