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# Do The KIND Thing: Think Boundlessly, Work Purposefully, Live Passionately



Do  
the  
**KIND**  
Thing



Daniel Lubetzky   
Founder and CEO of KIND



## Synopsis

For the socially conscious listener of Blake Mycoskie's *Start Something That Matters*, Tony Hsieh's *Delivering Happiness*, and Howard Schultz's *Onward* comes an inspiring handbook for success in business, life, and the all-important task of building a more compassionate world - by the visionary CEO of KIND Healthy Snacks. When Daniel Lubetzky started KIND Healthy Snacks in 2004, he aimed to defy the conventional wisdom that snack bars could never be both tasty and healthy, convenient and wholesome. A decade later the transformative power of the company's "AND" philosophy has resulted in an astonishing record of achievement. KIND has become the fastest-growing purveyor of healthy snacks in the country. Meanwhile the KIND movement - the company's social mission to make the world a little kinder - has sparked more than a million good deeds worldwide. In *Do the KIND Thing*, Lubetzky shares the revolutionary principles that have shaped KIND's business model and led to its success while offering an unfiltered and intensely personal look into the mind of a pioneering social entrepreneur. Inspired by his father, who survived the Holocaust thanks to the courageous kindness of strangers, Lubetzky began his career handselling a sun-dried tomato spread made collaboratively by Arabs and Jews in the war-torn Middle East. Despite early setbacks, he never lost his faith in his vision of a "not-only-for-profit" business - one that sold great products and helped make the world a better place. While other companies let circumstances force them into choosing between two seemingly incompatible options, people at KIND say "AND". At its core this idea is about challenging assumptions and false compromises. It is about not settling for less and being willing to take greater risks, often financial.

## Book Information

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## Customer Reviews

When I first started reading *Do the Kind Thing*, I expected it to be another overcoming-challenges-rags-to-riches-rah-rah story. As it turns out, author Daniel Lubetzky does not regurgitate laments of an underdog rising to the top in the business world against all odds. Instead, he tells about his life's altruistic mission in a refreshing style that illustrates the power of authenticity and vulnerability so much so that the reader feels like the author's success is his or her success. Instead of cheering from the sidelines, the connection that Mr. Lubetzky creates with his reader reflects his lifelong ability to bridge even the most unhinged places of the world. The book is not only a tribute to his dad, a survivor of the holocaust, but also an inspiring testimony of the author's unfaltering gumption in the eye of numerous business setbacks and his heartfelt journey after the loss of his father. The book's undeniable theme is: Bad things happen to good people--and kick good people into greatness. If you think kind people never get a break, this book abolishes the dog-eat-dog world's mindset. *Do the Kind Thing* makes you realize that top dogs like Mr. Lubetzky exist, and they don't see the world as a treasure map of fire hydrants. In fact, the author illustrates that anyone who so chooses can thread a business with common good, decency, resilience and humility as its strongholds. I endured seven years as a consultant for a corporation--the profit-centered kind that is not kind to people--and the kind that Mr. Lubetzky illustrates accurately in his book. After I experienced the ramifications of the corporate giant's sterile flick of a thumb, *Do the Kind Thing* inspired me to reexamine my convictions and provided me with a renewed hope.

Having been self-employed since the mid 70's I learned early on some of the must do's as well as the things you should not do. In plain words most of the lessons of being in business for yourself are learned over time, and unfortunately obtained the hard way. The upside is that after a certain amount of dues spent, you eventually land in a position that you can create new businesses and have them succeed. The downside is that you are probably going to fail while undergoing this education. There are a lot of books about business but I have not seen another one that covers the grounding principles of what to do and what not to do in setting up a business. This book is more than a mere summary, but rather a treatise on the large amounts of avenues, or decisions that can be made in plotting the course of business. I have an analogy that is worth sharing. When I was in my late teens I by chance was introduced into the business of recovered thefts bought from the insurance companies, and fixed up and sold. After a very lucky initial experience I expanded into buying cars right from the paper. That is where I paid my dues. I remember a couple of cars that I worked on for a couple of months only to break even; in other words I lost a lot of time and labor.

These types of experiences leave an indelible impression on your mind never to make that mistake again. I heard a smart investor say, "There are two ways to make money. Either you go through the school of hard knocks, or you listen to someone who has been through the school of hard knocks." This book is about the latter. The author has tried all of the wrong ways, and consequently learned all of the right ways to conduct a business. It takes a certain mindset to be a truly successful business person.

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