



The XYZ Factor: The DoSomething.org Guide to Creating a Culture of Impact

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What is the XYZ factor?

The XYZ Factor isn't a place or a company or an age. It's a new kind of culture where innovation, accessibility, and transparency are the norm. It's an environment created on the principles of the Millennial generation to foster intergenerational productivity in a new kind of office culture. An XYZ organization's employees are challenged, engaged, and excited to produce. Simply put, XYZ companies have an "it" factor that helps them rise above the competition.

Any company can become an XYZ company. This book is your blueprint.

Each chapter is written by a DoSomething.org staff member. Their firsthand experience with DoSomething.org, an organization that helps young people make the world suck less, gives them exceptional insights into working magic in the corporate world. And with over 3 million members and more than 200 active campaigns, such as collecting clothes for teenagers in homeless shelters, helping older adults learn to use technology, and creating anti-bullying comics, DoSomething.org is a standout organization—not only for its message, but for the way it operates.

When you open *The XYZ Factor*, you're getting the recipe for the awesome sauce that has driven the success of the world's largest organizations for young people and social change. This guidebook is your key to answering the questions your company has looming over its cubicles, such as:

How do I create an office environment that fosters collaboration and creativity?

How do I form the right partnerships that appeal to our brand and our audience?

How do I authentically reach the Millennial generation?

If you want to take your business or organization from okay to amazing, you need *The XYZ Factor*.

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Ciara Wolfe:

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William Evans:

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