

#goodlunch

Creating Community One Lunch at a Time

“Humans are so strongly wired to help one another - and enjoy such enormous social benefits from doing so...” Sebastian Junger, Tribe

The Opportunity

There is a huge awakening amongst people from brands, non-profits and culture creators who want to do more good in their work and in their life. But how do we meet likeminded people, others who are driving social good in our city?

The Idea

One of the key principles of the book ‘Good is the New Cool’ is ‘Find Your Allies’: you are stronger together with other people who have common purpose.

To bring together people who are passionate about using business and culture as forces for good – we created **#goodlunch!**

The Goal

Create a community, a layer of partnerships between colleagues and companies that generates a city-wide lift for everyone in the pursuit of driving businesses for good.

The Format

- Invite 10 people from diverse backgrounds (business, non-profits, culture creators) who you believe could benefit from knowing each other.
- Book a prix-fixe lunch that is not too expensive for everyone (ideally in a socially conscious restaurant, and ideally in a private room for ease of conversation).
- Between ordering and the food arriving, each person gets 2 minutes to describe what they do, and what kind of challenges they are facing/projects they are working on.
- The other attendees can help them to greenlight projects, remove obstacles or connect them with people who can help do so.
- Take a picture and post it to social media using the hashtags #goodlunch, #Goodisthenewcool #Give2Get so other people can see.
- Everyone sends the organizer their share, we like when everyone pays their own way either before or after (PayPal, Venmo, etc.), we’re in this together.
- Note: You can also try and do #gooddrinks if hosting an event at Happy Hour is easier.
- Rinse and Repeat, as often as needed!

Some Rules

1. Please, no blatant pitching or selling: this is about building relationships you can count on, not business development.
2. Be kind, be constructive: this is not the place for heated debate, but a place to find support and positivity.
3. Pay It Forward! If you attend a #goodlunch, spread the concept and host your own.

An idea pioneered in Los Angeles by: [Good is the New Cool](#) and [Give2Get](#).
Best of luck and let us know how you get on!

