

A saver soldier is a highly motivated individual who leverages work as a platform to help save the world. Some, like LaValle, want to help save the planet for humanity. Others want to free employees from unsafe working conditions, or rescue a local community from unacceptable levels of poverty, or protect endangered species, or save precious resources.

What all savers have in common is their belief that a business can do well by doing good. And they are driving that belief throughout their company.

Saver soldiers are the most important element inside a company helping to connect with the Responsibility Revolution. They consider their responsibility to encompass not just their cubicle and their office, but the world.

Saver CEOs such as Patagonia's Yvon Chouinard, Aveda's Horst Rechelbacher, and GE's Jeffrey Immelt have stated that they don't expect to achieve their vision single-handedly; they need foot soldiers to scout, innovate, and execute new ideas. Sometimes, as in the case of Interface, they don't even realize their company is on a crash course with the future—until someone like Joyce LaValle stands up and tells them so.

These saver soldiers are the drivers of many of the best ideas described throughout this book. Behind almost every landmark corporate social innovation you'll find a saver soldier who came up with a solution to a problem, then furiously sold it up to management for adoption.

Taken from [\*Saving The World At Work\*](#) by Tim Sanders