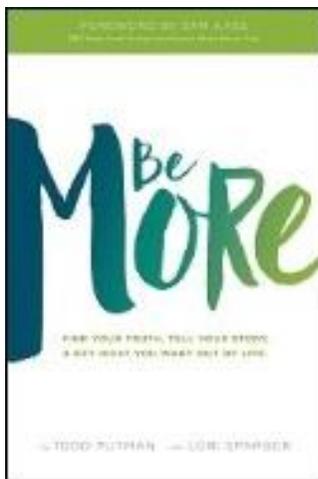


"Be More embodies my belief in servant leadership. It provides practical, strategic lessons that can help empower people to unleash their fullest potential and create the careers they crave."
—Denise Morrison, President & CEO, Campbell Soup Company

*"I had a high school teacher in San Francisco who told me to become a journalist. So that's what I did. Crazy simple. But for those not so lucky, or those itching for a second career or purpose in life, Todd Putman's **Be More** is a godsend."*
—Michael Moss, New York Times bestselling author and Pulitzer Prize-winning journalist

"Be More is as much a transformative business book as it is a spiritual journey toward the fulfillment and joy we all seek out of life."
—Lucas Donat, CEO, Tiny Rebellion



BE MORE

Find Your Truth, Tell Your Story &
Get What You Want Out of Life

By Todd Putman
with Lori Sparger

Foreword by Sam Kass, NBC News Food Analyst
and Former White House Chef

We want a career that's meaningful and can make a difference. We've all heard the key is to "follow your passion"—but the fact is, it's not that simple. Most people want more out of life—more impact, more opportunity, more balance and, often much of that is tied to career. But few people can answer the fundamental question that will help move them toward more. What do you want to be when you grow up?

BE MORE: Find Your Truth, Tell Your Story, and Get What You Want Out of Life by Todd Putman offers a straightforward, ten-point exercise aimed at getting people started and helping them answer that simple question in a way that illuminates their strengths and what matters most in their lives. It is an inspiring guide that puts people on the path to a more fulfilled, meaningful, and happier career and life.

As Putman attests, too many people fail to fulfill their potential not from a lack of ability, means, or opportunity, but because so very few purposefully pursue it. Some of the most capable people suffer from a lack of understanding of their own capability, a failure of vision, or don't leverage their talents to move themselves forward. The result is a colossal waste of potential—potential for good, for innovation, for change, for value creation, for simple happiness. With an engaging and accessible voice, **BE MORE** portrays the breadth of opportunity available to those who pursue life with purpose.

For more information visit <http://BeMore-book.com/> or email info@BeMore-book.com

It all starts with an honest conversation about what you want to be when you grow up and accepting your responsibility for figuring it out. In a straightforward, thoughtful, occasionally irreverent way, **BE MORE** and its practical Skills Values Passion (SVP) Exercise offer a step-by-step process that shows you how to define your personal mission and how to deploy that self-awareness to move you toward something more. **BE MORE** walks the reader through an examination of individual strengths and motivations in order to control personal destiny. It concludes with a fully articulated plan for how to move forward in a clear, applicable way.

"It is unquestionably true that we routinely spend an amazing amount of time managing things, while we spend way too little time managing ourselves and charting our life's journey," Putman writes. "Through the SVP Exercise, you will craft your personal story as an integral tool to aid in understanding and articulating the unique value you bring to the world and the mission you want to advance in a way that is both authentic and relatable."

Supported by stories of people who have effectively used the SVP exercise to change their lives, **BE MORE** can help anyone find their truth, tell their story, and get what they want out of life.



About Todd Putman

A consumer strategist at heart and advocate for mission-driven organizations and individuals that create value while delivering societal benefit, Todd Putman serves as General Manager for the Garden Fresh strategic business unit within the new Campbell Fresh division of the Campbell Soup Company. Todd leads the retail fresh soup business and the recently-acquired Garden Fresh Gourmet. The #1 branded refrigerated salsa in the United States, the Garden Fresh Gourmet acquisition represents the reshaping of Campbell's portfolio toward the fast-growing packaged fresh and organic food categories.

Previously, Todd was the Chief Commercial Officer of Bolthouse Farms, where his duties included sales, consumer and customer marketing, innovation, and research & development. He recently served as an architect of "TeamFNV," a brand collaboration focused on increasing consumption and sales of fruits and vegetables among teens and moms. Previously, he was deeply involved in "Eat Brighter," created to encourage children to make the choice to eat more fruits and vegetables. Both partnerships included the White House and First Lady Michelle Obama's Let's Move! Initiative and the Produce Marketing Association, among others. Follow Todd on Twitter @tbputman. Email him at Todd@BeMore-book.com



About Lori Sparger

A proven non-profit, arts, and higher education leader, Lori Sparger is Chief Operating Officer for the College of Liberal Arts at Purdue University. A member of the Dean's leadership team, she collaborates on setting strategic direction and implementing policies and initiatives to advance the mission of the College. She also serves as the College's chief innovation officer, working on new initiatives and program development. As a writer, she is committed to telling stories that matter. Follow Lori on Twitter @lorisparger. Email her at Lori@BeMore-book.com