



Stanford eCorner

Strategic Philanthropy

Larry Brilliant, *Google.org*

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Video URL: <http://ecorner.stanford.edu/videos/2018/Strategic-Philanthropy>

Find something in the world you're capable of fixing, and use all the skills at your disposal to make it work. Acting for the common good should be as commonplace and as devotional as going into business, says Google.org Executive Director Larry Brilliant. Making the world a better place should take the same focus as devising the next great widget.



Transcript

We talk about strategic philanthropy in a way that's different than charity and a way that's different than just giving money. It's trying to find something in the world that is wrong or could be better that you can fix, and use all the skills that you're learning right now in school, at Stanford, and use those skills and try to think of the project that you're doing and put the same skills and attention to fixing that problem as you would to running a business. The world's a little topsy-turvy. Sometimes, our best and brightest go into business instead of into philanthropy. My hope is that we'll be able to change that balance just a little bit by the work that we're doing.