

# Georgi Enthoven

WORK THAT'S WORTH IT



**Author, Thought Leader, Podcaster,  
Disruptor for Good**

The average career encompasses 90,000 hours of work. Georgi Enthoven's Work That's Worth It initiative empowers young professionals to build long-lasting, rewarding careers that benefit both themselves, and the world.



## Meet Georgi Enthoven

If you are seated next to her at dinner, she is likely to ask what you care about, versus what you do.



Georgi Enthoven is an international thought leader, trusted advisor, and first-time author of *Work That's Worth It*. Her debut book guides individuals on transformative journeys to fill their career hours with significance, benefiting both themselves and the world.

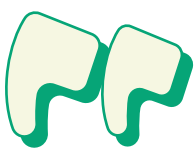
An optimist at heart, Georgi excels at recognizing potential in others. She passionately believes that business can be a powerful force for positive change, driving her to elevate empathetic and kind-hearted individuals into leadership roles. Driven by a passion for contribution and a relentless focus on solving real-world problems, she has worked with organizations as a founder, operating in executive roles and board positions, both for-profit and not-for-profits.

Georgi is a distinguished alumna of the University of California at Berkeley, and Harvard Business School, where she earned her master's in business

administration. Her unconventional career path, which she describes as 'taking the scenic route,' is united by a common thread of meaningful contribution.

Having lived in more than half a dozen countries—South Africa, Canada, the United Kingdom, Australia, Mexico, and the United States—Georgi possesses a global perspective, particularly on the dynamics of emerging markets.

Outside her professional endeavors, Georgi places family at the forefront of her priorities. Her love for adventures, or "Adventuras," reflects her commitment to prioritize experiences over material possessions. She lives in San Francisco, CA, and shares her life with her loving husband Roberto, and three bi-cultural children, Sienna, Oliver, and Patrick, who bring joy and richness to her life every day.



"What you do makes a difference, and you have to decide what kind of difference you want to make."

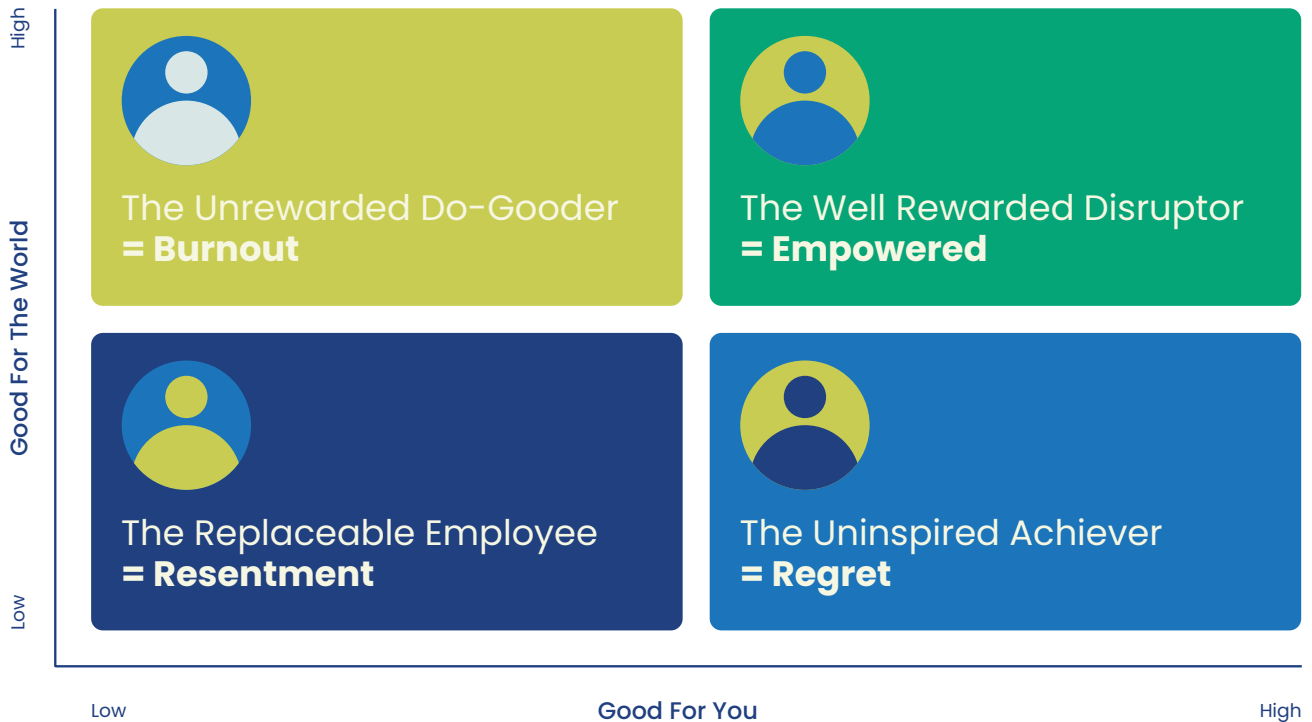
– **Jane Goodall, world-renowned chimpanzee & conservation icon**



## What you need to know about Georgi's Framework

Georgi has designed the following framework of four distinct quadrants, each representing a different approach to work and career fulfillment. Her focus is on guiding young professionals into the well-rewarded disruptor quadrant, so that they can achieve their full potential.

The four extremes of doing (or not doing) good for yourself and for the world



## The Seven C's

Georgi transforms her client's careers through a comprehensive seven-step process, known as the Seven C's Framework. This methodology is designed to build a solid foundation for a career that is both fulfilling and beneficial to the world.

### 1. Capabilities:

What are your unique gifts, and how will you put them to use?

### 2. Contribution:

What are you here to do in the world?

### 3. Compensation:

How would you like to be rewarded for your great work?

### 4. Connections:

How will you nurture your relationships to support your valuable work?

### 5. Conflict:

How will you clear your path when necessary?

### 6. Challenge:

How are you thinking big?

### 7. Commitment:

How will you take action for good?



"Your contribution becomes exponential when you are intentional with your time."  
– **Georgi Enthoven**





## Topics of Interest

### Beyond the Narrow Definition of Success for a Rewarding Career

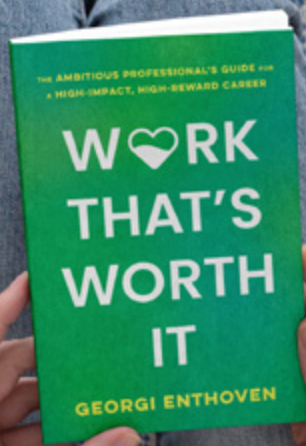
- Why is it important to combine impact AND income in one's career?
- How do you figure out what you are here to do in the world?
- How to get started on a Work That's Worth It journey?
- What to focus on at each stage of a rewarding career?

### The Disruptor for Good Framework

- What are the traits of Unrewarded Do-Gooders, Uninspired Achievers, and Replaceable Employees?
- What defines a Disruptor for Good, and how does one become one?
- What false myths do we believe as truths that hold us back?
- What is the greatest challenge for those who are already Disruptors for Good?

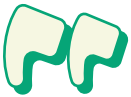
### What Gen Y & Z Are Prioritizing Workwise

- How are young professionals reshaping traditional career paths?
- Why is it important to do the internal work?
- How to balance the desire for impact with financial stability?
- What are the top 3 things that will help Gen Y and Z succeed in their careers?



## Praise for Georgi's Debut Book

Work That's Worth It



"Georgi Enthoven has a compelling idea—you have about 90,000 hours in your working life, and the key to your well-being is to use those hours to do good. Rather than chasing money, tune in to your heart. I've been privileged to mostly be able to do this in my life and can attest to how well it works. Having a purpose that aligns with Mother Nature gives me a reason to get up early and savor each day."

**Craig Foster | Filmmaker, My Octopus Teacher And Founder, Sea Change Project**



"The ability to uplift others—the essence of true leadership—is built on a foundation of self-understanding and purpose. Georgi Enthoven's Work That's Worth It is a crucial starting point for young professionals seeking to build this foundation. By guiding readers to leverage their careers as a force for good, Enthoven is nurturing the authentic, impactful leaders our world needs."

**Frances Frei | Professor, Harvard Business School**



"Every individual possesses a unique essence that makes them an original. Work That's Worth It illuminates the importance of unveiling that singularity and sharing it with the world as part of life's mission."

**Alonzo King | Founder and Artistic Director, Lines Ballet**



"What we are born with is only one half of the puzzle. What we do with what we have makes the difference and expands the world. Work that Worth It illustrates how no one is too small to achieve success or make that difference, and the world is waiting for your contribution!"

**Judy Wilkins-Smith | Author, Executive Coach, Trainer**



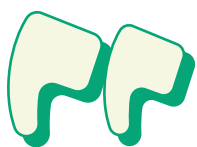
"Georgi Enthoven's forthcoming book, Work That's Worth It, is the book that every college graduate should read before embarking on their career."

**Jack Canfield | Best-selling author and cofounder, Chicken Soup for the Soul**



## Empowering Future Leaders

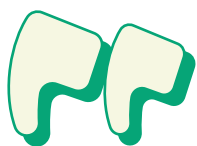
Testimonials from Georgi's coaching clients



"The most valuable part was learning that we spend 90,000 hours on our careers. That makes it poignant that our career decision is the biggest ethical decision we make in our lives. As someone who cares about the ethical implications of my personal choices, it's extremely relevant to my work that I'm doing as much good as I can throughout my career."

**Ellie | New Jersey | 3 years post University**

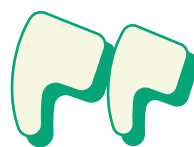
Personal Mission: End factory farming



"Georgi's concept taught me that people can pursue their passions and still make money doing what they want."

**Michael | Los Angeles | 8 years post-University**

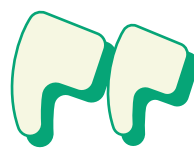
Personal Mission: Education-technology



"I will now pause to think about what I enjoy doing, if I am really taking advantage of my strengths, and if it aligns with what I value and dream about."

**Natalia | San Francisco | 5 years post University**

Personal Mission: Develop innovative solutions to solve cancer



"Aligning my goals and the easiest way to get there was very useful and something that I'll definitely use in the future."

**Sebastian | New York | 4 years post University**

Management consulting





## Georgi's Social Media Platforms

Georgi has a comprehensive social media strategy, making her content available to the various places her target market spends time. She posts frequently and has a targeted and engaged following interested in careers that combine a meaningful contribution with compensation to match.



Instagram  
[@georgienthoven](https://www.instagram.com/georgienthoven)



Facebook  
[@georgienthoven](https://www.facebook.com/georgienthoven)



LinkedIn  
[@georgienthoven](https://www.linkedin.com/company/georgienthoven)



YouTube  
[@georgienthoven](https://www.youtube.com/georgienthoven)



### Other Platforms for Work That's Worth It

Podcast: Work That's Worth it  
Website: [www.georgienthoven.com](http://www.georgienthoven.com)  
Blog: [www.georgienthoven.com/blog](http://www.georgienthoven.com/blog)  
Direct mail list



## Spark Meaningful Conversations With Your Audience

Georgi brings a dynamic blend of insight and inspiration to every engagement. As a career strategist and author of 'Work That's Worth It', she captivates audiences with her practical wisdom on aligning career ambitions with meaningful impact. Whether for a podcast, panel, or workshop, Georgi's engaging style and thought leadership make her an ideal collaborator for events focused on career development, social impact, and professional fulfillment.



### Practical Details:

For media inquiries or interview requests, please email:

[info@georgienthoven.com](mailto:info@georgienthoven.com)

High-quality photos of Georgi are available [here](#).

Georgi conducts interviews and podcasts from her professional home studio, equipped with:

- Front lighting
- Audio headset
- High-quality microphone
- Professional sound equipment