

Welcome to
pluswonder

You're a part of OUR **Something Bigger**

Plus Wonder was cofounded by
Jean Oelwang after studying
extraordinary partnerships and
large-scale collaborations to
discover how deep connection
makes great things happen.

We share their wisdom to
inspire others to create positive
impact in their communities.

Hear our story



From the partners' wisdom, we developed...

The Six Degrees of Connection™



1° Something Bigger



2° All-In

Click any
degree to
learn more!



3° The Ecosystem



4° Magnetic Moments



5° Celebrate Friction



6° Collective Connections

It's time to **Circle Up!**

How to use these digital cards...

Find a friend or group
to chat with.

Pick a card. Dive in deep.

Notice & nurture
what connects us.

Tap the **partners'**
 **names** or **degrees** to
dive deeper into
the wisdom.

Ground the Circle

A few simple agreements...

Listen without interrupting
or fixing.

Speak from your experience,
your truth.

What's shared here...
stays here.

You can always pass.

Assume good intentions,
stay open to surprise.

What vision
lights your soul
on fire — and
who helps keep
that flame alive?



SOMETHING BIGGER 

inspired by...

Bert Jacobs & John Jacobs

the brothers and
cofounders of **Life is
Good**, who built a
global movement
around optimism by
continually igniting
each other's inner fire



Whose purpose
do you
champion as
fiercely as your
own — and how
does that shared
devotion deepen
your
connection?



SOMETHING BIGGER 

inspired by...

Chris Anderson & Jacqueline Novogratz



the founder of **Acumen**
and founder of **TED**,
spouses who support
each other's missions
while living for their
Something Bigger:
human dignity



What
audacious idea
feels too big to
hold alone —
and who could
make it possible
with you?



SOMETHING BIGGER 

inspired by...

Robbie Schingler & Will Marshall



friends and cofounders
of **Planet Labs**, who
turned a shared
audacious vision into
a world-changing
satellite network



Which barriers
or silos around
you should be
dissolved—
and why?



SOMETHING BIGGER 

inspired by...

Tim Brown & Gaynor Brown

the former CEO of **IDEO**
and his partner, who
show how shared
purpose bridges
personal and
professional worlds



How are you a
"movement" by
yourself but a
force when
you partner
with others?



SOMETHING BIGGER 

inspired by...

Kirsten Ussery & Erika Boyd



former spouses &
cofounders of **Detroit
Vegan Soul**, whose
shared purpose of
making healthy food
accessible transformed
their community



"We had an end purpose that was so wonderful that if we could make it become a reality, we were going to give it everything."

- **Richard Branson (with Peter Gabriel),**
friends and partners in peace and human rights

"We felt we could do this together and I had one set of skills, Barry had another...but we had a united mission, purpose, and a belief that we could actually do this."

- **Andrea Coleman (with Barry Coleman),**
spouses and cofounders of Riders for Health

"We have a secret weapon and it's not just the two of us, but we have a common goal...our third partner is nature and conservation, so we have a higher goal and it's shared...and mutual."

- **Dereck Joubert (with Beverly Joubert),**
spouses and founders of Big Cats Initiative and
Great Plains Conservation

"There isn't a single superhero; no individual is strong enough alone."

- **Jim Roth (with Andy Kuper),**

friends and cofounders of LeapFrog Investments 

"One plus one can equal a thousand —you are not going to do that on your own! One thing we aligned on was the idea that making money didn't really turn us on...It was the idea that maybe the business could be utilized for something bigger."

- **Bert Jacobs (with John Jacobs),**

brothers and cofounders of Life is Good

"If it's a big mission, it's outside of reach, and that can be your North Star, that can help you in the tumultuous waters of highs and lows...and so you don't lose your path. So having a big mission that's worthy of all the energy and all the sacrifice that you need to do if you're creating something in this world."

- **Robbie Schingler (with Will Marshall),**

friends and cofounders of Planet Labs

How might you
show someone
you commit
to being
“friends before
partners”?



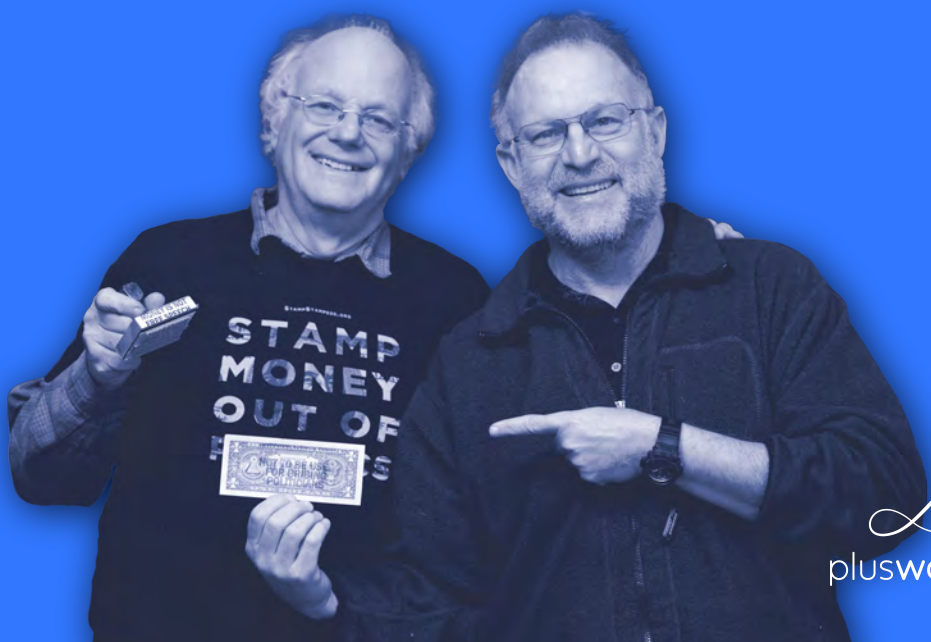
ALL-IN 

inspired by...

Ben Cohen & Jerry Greenfield



friends and cofounders
of **Ben & Jerry's**, whose
All-In friendship grounds
their ice-cream business
and their joy



How can
relationships
benefit from
uniting
“opposing forces”
—and what does
it take to cross
that divide?



ALL-IN 

inspired by...

Azim Khamisa & Ples Felix



father and founder of
**Tariq Khamisa
Foundation** & a
community leader,
friends who turned grief
into forgiveness and a
lifelong partnership
for peace



In your pursuit
to affect change,
what can't you
do alone,
and who
complements
your skill set?



ALL-IN 

inspired by...

Alex Rappaport & Blake Harrison



friends and cofounders
of **Flocabulary**, who
built a creative
partnership rooted in
humility, trust, and
mutual love for the work



Where in your
relationships
does
commitment
give you the
freedom to
become your
best self?



ALL-IN 

inspired by...

Jimmy Carter & Rosalynn Carter



former U.S. President
and First Lady, and
cofounders of **The Carter
Center**, whose seven
decades of All-In
partnership created a life
of purpose and service



"That's the essence of it, really be there. Zen master Thich Nhat Hanh always says the best present you can give to your partner is just to be there. Just so simple."

- **Paz Perlman (with Jo Confino),**
spouses and partners inspiring harmony with 
Earth and life

"Looking out for long-term well-being —when so many others are focused on short-term gain."

- **Robin Chase (with Cameron Russell),**
family and activists for climate change and
the new economy

"If you can get over the fear of the leap of loving before being loved, I think that's the start of it all. And that goes for friendships...business partnerships...people you've only recently met...Are you okay showing up as the most loving version of yourself with the thought there may be no return?"

- **Keith Yamashita (with Todd Holcomb),**
spouses and partners in creative societal change

"I know Scott supports me 100%, that he's my best friend."

- **Pat Mitchell (with Scott Seydel),**
spouses, media innovator and
environmental business champion

"It's making a commitment to the commitment."

- **Jacqueline Novogratz (with Chris Anderson),**
spouses and partners in social entrepreneurship

"Deep inside you become a different person by intimately knowing someone else."

- **Charles Lane (with Jane Tewson),**
spouses and partners in a fair and just world

"The thing I most value is I have this certain North Star that I know I can come back to that just lays out: this is reality—this is truth. This is a touchstone that I can go to at any point, and Lindsay just gives that to me, every day."

- **David Levin (with Lindsay Levin),**
spouses and changemakers in education
and leadership

What shared
passion, outside
force, or “third
partner” helps
anchor your
moral compass,
and how?



THE ECOSYSTEM 

inspired by...

Dereck & Beverly Joubert



National Geographic
explorers and
cofounders of **Great
Plains Conservation**,
guided by a moral
ecosystem rooted in
nature & conservation



What key life
experiences
have shaped
your definition
of and approach
to trust?



THE ECOSYSTEM 

inspired by...

Henry Arnhold & Kevin Starr



a philanthropist/
financier & the Director of
the **Mulago Foundation**,
whose cross-
generational partnership
deepened through
enduring trust



What holds us
back from
reaching out to
people who think
differently, and
how can we
break down
those barriers?



THE ECOSYSTEM 

inspired by...

Robert P. George & Cornel West

a conservative legal
scholar and a
philosopher/activist,
whose unlikely friendship
embodies profound
mutual respect



How do you
maintain united
belief in a
shared goal
while remaining
humble enough
to admit you
don't have all
the answers?



THE ECOSYSTEM 

inspired by...

Peter Gabriel & Sir Richard Branson



a musician/
humanitarian & the
founder of **Virgin Group**,
whose united belief
helped launch
The Elders, despite
initial skepticism



How can
seeking to
understand
our opponents
actually give us
more emotional
freedom
and strength?



THE ECOSYSTEM 

inspired by...

Anthony Ray Hinton & Lester Bailey



best friends whose
loyalty sustained hope
through decades of
injustice and
incarceration



pluswonder

Words of Wisdom for THE ECOSYSTEM



"I think that it is important in any partnership that it has to transcend cognitive and even emotional connection. It has to get to that deep spiritual connection for you to sustain, for you to be trusting, for you to be respectful, for you to be able to look at conflict as an opportunity to be able to create love and unity."

- Azim Khamisa (with Ples Felix),

friends and partners in ending violence and promoting compassion



*"When your partner speaks,
the world stops."*

- Paul Bennett (with Jim Cooper),

spouses and partners in designing a better world

"There were lots of times that we... tried things and not succeeded, but there's always been this fundamental trust that we are aligned around the ultimate purpose, and that gives us space as individuals to try things, and grow, and fail...just knowing the other person always has your back."

- Kanya Balakrishna (with Andrew Mangino),

life partners and cofounders of The Future Project

"I think, first of all, it's the very simplest thing which is deep listening, I think a profound respect, a flexibility, or a willingness to hear something that you may not agree with and try that on for a moment, see what it feels like, step into that other person's shoes."

- **Carroll Dunham (with Wade Davis),**

friends and partners in the beauty, wisdom, and spirituality of indigenous cultures

"My tip for someone who's going to build a relationship...is you need to look out for the other person's best interest, not your own."

- **Pat Hawk (with Tony Hawk),**

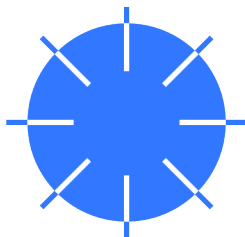
siblings and partners in enriching the lives of youth through skateboarding

"Values are extremely important and have been, in large part, the most important thing...it's how people construct their characters and how they behave in the world."

- **Uzodinma Iweala (with Ngozi Okonjo-Iweala),**

family and partners for a fairer world

What ritual of
open, honest
conversation
keeps your
partnerships
thriving?



MAGNETIC MOMENTS 

inspired by...

**Edmund Delle,
Sangu Delle &
Banguu Delle**

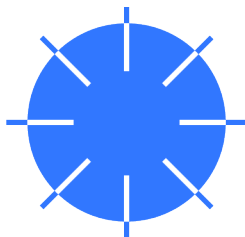


cofounders of **Golden
Palm Investments**,
who treat open
communication as "food
for their partnership"




pluswonder

How would
using "we" (not
"I") statements
reshape your
sense of
belonging
in your
community?



inspired by...

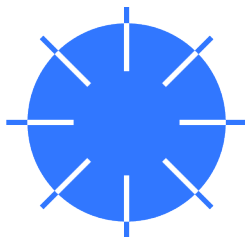
Jane Tewson & Charles Lane



the founder of **Comic Relief** and **Igniting Change**, spouses who learned from Indigenous elders how ritual sustains community



What weekly or
daily ritual
could help you
turn small
disagreements
into deeper
understanding?



MAGNETIC MOMENTS 

inspired by...

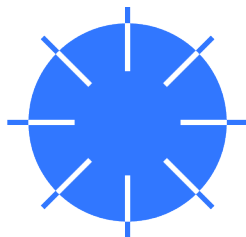
Paz Perlman & Jo Confino



an artist & a leadership
coach/journalist,
spouses whose “Friday
Talk” ritual keeps
their partnership
open-hearted
and grounded



Where does
wonder call you
back to yourself
—and who
shares that
sense of awe
with you?



MAGNETIC MOMENTS 

inspired by...

Sylvia Earle

Oceanographer and
founder of **Mission Blue**,
who forged a lifelong
partnership with the
ocean from decades of
moments that
sparked wonder



8 Examples of **MAGNETIC MOMENTS**



President & Mrs. Carter used to meet on the Truman Balcony at the White House every afternoon to debrief each other on the day.

Keith Yamashita & Todd Holcomb shout "Go be a rock star!" before either of them goes to do something challenging.

Anthony Ray Hinton & Lester Bailey head to the barbershop after church every Saturday before lunch. They joke that Lester has no hair left; they simply want to be together.

The cofounders of the Future Project have "awesome ceremonies" where they highlight something brilliant about the other person each day.

Share your **Magnetic Moment** rituals
& ideas with each other!

8 Examples of **MAGNETIC MOMENTS**



Robbie Schingler & Will Marshall

make their New Year's resolutions together with their team to increase their audacity and hold each other accountable.

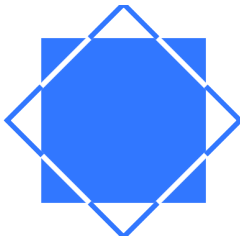
Lindsay & David Levin host Friday night (Shabbat) dinners where everyone shares their personal view on something important to them in the world.

Bert & John Jacobs' mother created a gratitude ritual every night at dinner by saying, "Tell me something good that happened today."

The cofounders of the Airbnb meet every Sunday night from 6-9PM to hold each other accountable for the previous week and make a plan for the coming week.

Share your **Magnetic Moment** rituals
& ideas with each other!

When have you
turned tension
into a shared
solution that
lifted everyone
involved?



CELEBRATE FRICTION 

inspired by...

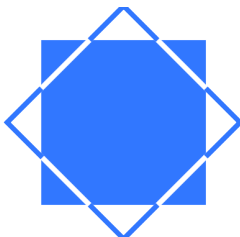
Bertrand Piccard & André Borschberg



cofounders of **Solar
Impulse**, who flipped
friction over recognition
into collaborative
mastery, together
completing the first
zero-emissions flight
around the world



How can using
fierce honesty
help you
celebrate friction
in a partnership?



CELEBRATE FRICTION 

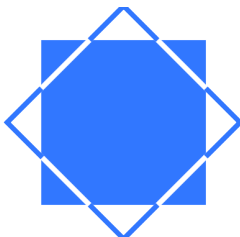
inspired by...

Bert Jacobs & John Jacobs

the brothers and
cofounders of **Life is
Good**, whose fierce
honesty and good
intentions help them
navigate conflict with
love and clarity



Where in your
life is a
“third way”
much needed—
and who might
help you find
that common
ground?



CELEBRATE FRICTION 

inspired by...

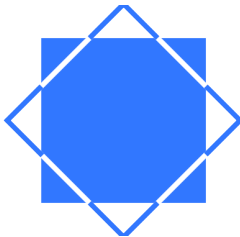
Jim Turner & Lawrence Chickering



cofounders of **The
Transpartisan Review**,
whose collaborative
political work empowers
communities to
transcend conflict



Who helps you
turn debate
into discovery
instead of
distance?



CELEBRATE FRICTION 

inspired by...

Nancy Reichman & Penelope Canan



sociologists &
co-authors, whose
partnership transformed
disagreement into
groundbreaking insights
on global environmental
governance



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"If you run into a bump, know that that's normal and anybody who's ever worked in partnership has hit a bump...you'll recover...just being direct and honest about what the issue was...Find the person who you had an issue with and...resolve it."

- **May Boeve (with 350.org cofounders)**
friends and cofounders committed to protecting the environment 

"Deal with things as they come, deal with them quickly, and move on, so that you can get back to enjoying life with one another."

- **Erika Boyd (with Kirsten Ussery),**
former spouses and cofounders of Detroit Vegan Soul

"[Our purpose] allows us to disagree without being disagreeable. To argue loudly but persuade one another...it's those things...that keep the partnership together. Empathy. Trust."

- **Jim Roth (with Andy Kuper),**
friends and cofounders of LeapFrog Investments

"[We believe in] giving a little space for the person to shine in their area and not focusing on the one part that may bug you. Instead, how about the other ninety-nine things this person does great? Just let those thrive and not focus on the points of tension as much.

- John Jacobs (with Bert Jacobs),
brothers and cofounders of Life is Good



"We are happy each time we disagree, because we know we're going to learn something new; it's going to make some sparkles."

- Bertrand Piccard (with André Borschberg),
friend and cofounders of Solar Impulse

"Disagree—never disrespect. The shared values are love, respect, and trust. And communication. We don't always agree on everything, but we always agree to discuss, and I think that's really important."

- Chris Redlitz (with Beverly Parenti),
spouse and cofounders of The Last Mile

How do small,
human gestures
of gratitude
actually fuel a
collaboration?



COLLECTIVE CONNECTIONS 

inspired by...

Stephen O. Andersen & the Montreal Protocol community

partners who cultivated
personal relationships
with committed industry
and governmental
leaders to help protect
the ozone layer



Why does it take
more courage
to openly
care about
& challenge
the status quo
than to critique
or maintain
the norm?



inspired by...

Girija Brilliant & Larry Brilliant



physicians,
humanitarians &
spouses whose
persistence amidst
skepticism helped
support the eradication
of smallpox in India



Recall a time
when sharing a
victory felt vastly
better than an
achievement
you managed
entirely on
your own.



inspired by...

Ray Chambers & Peter Chernin



cofounders of **Malaria No More**, who model joyful collaboration over competition in the pursuit of their higher purpose to stop malaria



Who helps you
champion justice
with courage
—especially
in the face of
intimidation
or systemic
resistance?



COLLECTIVE CONNECTIONS 

inspired by...

**Desmond Tutu, Albie
Sachs, Dr. Mamphela
Ramphela & more** 

moral leaders in the
greater **South African
Liberation Struggle**,
whose unity helped
transform a nation and
inspire global
movements for peace




pluswonder

"The ten of us and our families...we formed a partnership where we deeply respected each other, hid nothing...it was the primacy of what we called the central committee...It was magical, and still is."

- **Larry Brilliant (with Girija Brilliant),**
spouses and partners in the collective that
eradicated smallpox

"What they would implement, and how, has been based on a circle of friends, an ever-growing circle...that has worked tirelessly under conditions of personal trust."

- **Mostafa Tolba (of the Montreal Protocol),**
friends, economists, and scientists, partners in
closing the ozone hole

"We first must make peace with nature. We've no hope for making peace among humankind...if we fail to take care of the systems of the natural world. It is the underpinning of everything."

- **Sylvia Earle (with the Ocean),**
marine biologist and founder of Mission Blue

"There was no one [in the ozone community] worried about losing their own personal identity because they were strong, strong characters in and of themselves...These partnerships are successful because they combine strong personalities with the will to collaborate."

- **Nancy Reichman (with Penelope Canan)**,
colleagues, friends, and partners in protecting
the ozone layer

"I think the role of sharing stories has always been important, and part of the value of working in a network is that you're connected to so many more people...The secret sauce is a high level of activity done jointly. And I think that's more than anything why we've trusted each other and been able to build a community of staff and volunteers that includes more than 160 staff and hundreds of thousands of people who are active around the world."

- **May Boeve (with 350.org cofounders)**,
friends and cofounders committed to
protecting the environment

Reflect Together

What moment of this circle felt most **alive**?

As you wrap up, share one thing that **stayed with you...**
a story, a feeling, a phrase.

There's no need to summarize.
Just appreciate what was revealed.
Connection grows in reflection...
not perfection.



Share your
Connection
Circle wins
with us! 

Keep the Practice Alive

Connection isn't
an event...
it's a practice.

Deep connection takes repetition. Maybe your circle meets again next month. Maybe you start a new one. Carry one insight into your week—a habit of gratitude, a harder conversation, a new curiosity. That's how connection multiplies & impact sustains.