

pluswonder
Welcome to

You are 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



pluswonder

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

How to use these cards...

Find a friend or group
to chat with.

Pick a card. Dive in deep.

Notice & nurture what
connects us.



FLIP THE CARD
for more inspiration



SCAN TO LEARN MORE
from our model partners

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



SOMETHING BIGGER

pluswonder

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



SOMETHING BIGGER

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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.

From the partners' wisdom, we developed...

The Six Degrees of Connection™



1° Something Bigger



2° All-In



3° The Ecosystem



4° Magnetic Moments



5° Celebrate Friction



6° Collective Connections

Scan to see
all the degree
videos!



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



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



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



SOMETHING BIGGER

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



SOMETHING BIGGER

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



SOMETHING BIGGER

Words of Wisdom for SOMETHING BIGGER

"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...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

inspired by...

Tim Brown & Gaynor Brown

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



inspired by...

Robbie Schingler & Will Marshall

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



Words of Wisdom for SOMETHING BIGGER



"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...[it'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

inspired by...

Kirsten Ussery & Erika Boyd

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



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



ALL-IN

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



ALL-IN

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



ALL-IN

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



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



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



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



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



Words of Wisdom for ALL-IN



"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...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



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



THE ECOSYSTEM

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



THE ECOSYSTEM



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



THE ECOSYSTEM

inspired by...

Beverly Joubert & Dereck Joubert

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



Words of Wisdom for ALL-IN



"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

inspired by...

Robert P. George & Cornel West

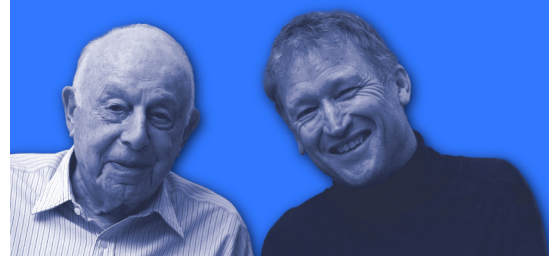
a conservative legal scholar and a philosopher/activist, whose unlikely friendship embodies profound mutual respect



inspired by...

Henry Arnhold & Kevin Starr

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



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

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



THE ECOSYSTEM

Words of Wisdom for THE ECOSYSTEM

"...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

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

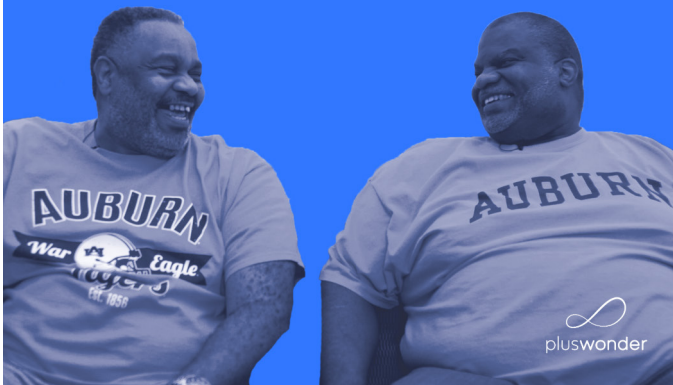


MAGNETIC MOMENTS

inspired by...

Anthony Ray Hinton & Lester Bailey

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



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



inspired by...

Edmund Delle, Sangu Delle & Banguu Delle

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



Words of Wisdom for THE ECOSYSTEM

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"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

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



MAGNETIC MOMENTS

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



MAGNETIC MOMENTS

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



MAGNETIC MOMENTS

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!

inspired by...

Paz Perlman & Jo Confino

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



inspired by...

Jane Tewson & Charles Lane

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



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 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!

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



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



CELEBRATE FRICTION

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



CELEBRATE FRICTION

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



CELEBRATE FRICTION

Who helps you
turn debate into
discovery instead
of distance?



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



inspired by...

André Borschberg & Bertrand Piccard

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



inspired by...

Nancy Reichman & Penelope Canan

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



inspired by...

Jim Turner & Lawrence Chickering

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



Words of Wisdom for CELEBRATE FRICTION



"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



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



COLLECTIVE CONNECTIONS



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



COLLECTIVE CONNECTIONS



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



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



Words of Wisdom for CELEBRATE FRICTION

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"[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

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



inspired by...

Girija Brilliant & Larry Brilliant

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



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



COLLECTIVE CONNECTIONS

Words of Wisdom for COLLECTIVE CONNECTIONS

*"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 in India

*"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

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!



Words of Wisdom for COLLECTIVE CONNECTIONS



"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

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



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.