

# Start Something That Matters: The Inspiring Story of TOMS Shoes Founder Blake Mycoskie

In the realm of business, it is often said that success is measured by profit margins and market share. But there are those who believe that the true measure of success lies in the impact a company has on the world. Blake Mycoskie, the founder of TOMS Shoes, is one such person. His story is an inspiring tale of how one person can make a difference by starting something that matters.

## The Early Years

Blake Mycoskie was born and raised in Arlington, Texas. He was an active child who loved to play sports and explore the outdoors. He attended Texas A&M University, where he studied business and played on the university's soccer team. After graduating, he worked in various sales and marketing jobs.



## Start Something That Matters by Blake Mycoskie

★★★★☆ 4.7 out of 5

Language : English  
File size : 7221 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
X-Ray : Enabled  
Word Wise : Enabled  
Print length : 226 pages



In 2006, Mycoskie took a trip to Argentina. While there, he was struck by the poverty he saw and the lack of basic necessities for many people. He was particularly moved by the sight of children walking barefoot in the streets. He decided that he wanted to do something to help.

## **The Birth of TOMS Shoes**

Mycoskie returned to the United States and began brainstorming ideas for a business that could make a positive impact. He eventually came up with the idea for TOMS Shoes, a company that would sell shoes and donate a pair of shoes to a child in need for every pair sold.

He launched TOMS Shoes in 2006 with a small investment and a lot of passion. The company quickly gained traction, thanks to its unique social mission. In the first year, TOMS Shoes donated over 10,000 pairs of shoes to children in Argentina.

## **Growth and Expansion**

Over the next few years, TOMS Shoes continued to grow rapidly. The company expanded its product line to include shoes for men, women, and children. It also opened retail stores in major cities around the world.

TOMS Shoes has also become a popular choice for celebrities and athletes. Celebrities such as Blake Lively, Selena Gomez, and Justin Timberlake have all been spotted wearing TOMS Shoes. The company has also partnered with athletes such as Lance Armstrong and Venus Williams to promote its products.

## **The One for One Movement**

The success of TOMS Shoes has helped to popularize the "One for One" movement, which is a business model that donates a product or service to a person in need for every product or service sold. The One for One movement has been adopted by a number of other companies, including Warby Parker, Me to We, and FEED Projects.

## **The Impact of TOMS Shoes**

TOMS Shoes has had a significant impact on the lives of children around the world. The company has donated over 95 million pairs of shoes to children in need since its inception. TOMS Shoes has also helped to raise awareness of the issue of childhood poverty.

In addition to its work with children, TOMS Shoes has also supported other causes, such as disaster relief and environmental protection. The company has donated millions of dollars to organizations such as the Red Cross, the Natural Resources Defense Council, and the National Park Service.

## **Awards and Recognition**

Blake Mycoskie and TOMS Shoes have received numerous awards and recognition for their work. In 2011, Mycoskie was named one of Time magazine's 100 Most Influential People. TOMS Shoes has also been recognized by organizations such as the World Economic Forum, the Clinton Global Initiative, and the United Nations.

Blake Mycoskie and TOMS Shoes are an inspiration to us all. They have shown us that it is possible to make a difference in the world by starting something that matters. TOMS Shoes is a reminder that business can be a force for good.

Mycoskie's story is a testament to the power of one person to make a difference. He started with a simple idea and a lot of passion. Today, TOMS Shoes is a global company that has helped to change the lives of millions of children.

If you are looking for a book that will inspire you to make a difference, then I highly recommend Start Something That Matters by Blake Mycoskie. It is a story that will challenge you to think differently about business and the role that you can play in the world.



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