



CONSCIOUS CAPITALISM®

HIGHER PURPOSE

Elevating humanity through business begins with knowing WHY your company exists. Without this, you have no compass to find and stay focused on your True North. Businesses should exist for reasons beyond just making a profit. We see profit as a necessary means to achieving your purpose—not as an end in and of itself.

STAKEHOLDER ORIENTATION

Critical to achieving your purpose is to value and care for EVERYONE that touches your business. This includes your 1) employees, 2) customers, 3) suppliers, 4) investors, 5) society, and 6) environment... sometimes that even includes your competition. Motivate all stakeholders by creating “win-win-win” outcomes for all who are impacted by your business’s decisions.

CONSCIOUS LEADERSHIP

Conscious businesses cannot exist without Conscious Leaders. They are the stewards, the pioneers for good. They keep the business focused on its Purpose. They reject a zero-sum, trade-off-oriented view of business and seek creative, synergistic solutions for all stakeholders. Without better leaders, there is no better world. Period.

CONSCIOUS CULTURE

The culture of your business is its heartbeat. Without a healthy one, the business will ultimately fail. Cultures are as unique as the people who comprise them, but commonalities include trust, accountability, transparency, integrity, loyalty, egalitarianism, fairness, personal growth, and love and care. How’s that for a great place to work?

Conscious Capitalism, Inc. is a 501(C)(3) nonprofit corporation that catalyzes the larger Conscious Capitalism movement of business leaders changing the practice and perception of capitalism to elevate humanity.

www.consciouscapitalism.org

Conscious Capitalist Credo

We believe that business is good because it creates value, it is ethical because it is based on voluntary exchange, it is noble because it can elevate our existence and it is heroic because it lifts people out of poverty and creates prosperity. Free enterprise capitalism is the most powerful system for social cooperation and human progress ever conceived. It is one of the most compelling ideas we humans have ever had. But we can aspire to even more.

Conscious Capitalism is a way of thinking about capitalism and business that better reflects where we are in the human journey, the state of our world today, and the innate potential of business to make a positive impact on the world. Conscious businesses are galvanized by higher purposes that serve, align, and integrate the interests of all their major stakeholders. Their higher state of consciousness makes visible to them the interdependencies that exist across all stakeholders, allowing them to discover and harvest synergies from situations that otherwise seem replete with trade-offs. They have conscious leaders who are driven by service to the company's purpose, all the people the business touches and the planet we all share together.

Conscious businesses have trusting, authentic, innovative and caring cultures that make working there a source of both personal growth and professional fulfillment. They endeavor to create financial, intellectual, social, cultural, emotional, spiritual, physical and ecological wealth for all their stakeholders.

Conscious businesses will help evolve our world so that billions of people can nourish, leading lives infused with passion, purpose, love and creativity; a world of freedom, harmony, prosperity and compassion.