



Communications Guidelines

Context

As stewards of the philosophy and brand of Conscious Capitalism®, the leadership team of Conscious Capitalism, Inc. recognizes our role and responsibility to foster clear, consistent representation of the ideas underlying Conscious Capitalism, especially by people using the name with our permission and in collaboration with the organization, such as leaders and members of Conscious Capitalism Chapters.

To this end we feel that diligence, oversight and 'quality control' are appropriate and necessary for the well-being of the Conscious Capitalism movement.

Request: A Call for Responsible Attention

In this context, we ask that you exercise awareness and respect when you refer to or define Conscious Capitalism.

Many thoughtful and deeply engaged people have spent decades developing the ideas underlying Conscious Capitalism and testing them in practice in their businesses.

We ask that you start with the language and definitions that we publish and provide to you.

We encourage you to work diligently to understand and to practice the principles of Conscious Capitalism in your own work.

We ask you to consider and acknowledge the level of your experience with the ideas – in both theory and practice – and to let others know the level of your experience when you share information with them.

If you don't have an answer, don't try to answer. You can always refer people to us, or to the resources we recommend.

If you want to add to or change a definition, please check in with us.

If you find that others (in your Chapter, etc.) are not accurately or appropriately representing the ideas of Conscious Capitalism and the intention or activities of Conscious Capitalism, Inc. and of the Conscious Capitalism movement, please intervene or let us know.

Foundational Definitions & Ideas

Conscious Capitalism is a movement dedicated to elevating humanity through business.

Conscious Capitalists believe that business is good because it creates value, it is ethical because it 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. (From the Conscious Capitalism Credo)

Conscious Capitalism builds on the foundations of Capitalism - voluntary exchange, entrepreneurship, competition, freedom to trade and the rule of law. These are essential to a healthy functioning economy, as are other elements of Conscious Capitalism including trust, compassion, collaboration and value creation.

Core Principles

Conscious Capitalism comes to life as it is applied to business. Its four core principles support leaders to create value for all. These principles are Higher Purpose, Stakeholder Orientation, Conscious Leadership, and Conscious Culture.

Higher Purpose: Recognizing that every business has a purpose that includes, but is more than, making money. By focusing on its Higher Purpose, a business inspires, engages and energizes its stakeholders. Link to Purpose Resources: consciouscapitalism.org/purpose

Stakeholder Orientation: Recognizing the interdependent nature of life and the human foundations of business, a business needs to create value with and for its various stakeholders (customers, employees, vendors, investors, communities, the environment, etc.). Like the life forms in an ecosystem, healthy stakeholders lead to a healthy business system. Link to Stakeholder Resources: consciouscapitalism.org/stakeholder

Conscious Leadership: Human social organizations are created and guided by leaders – people who see a path and inspire others to travel along the path. Conscious Leaders understand and embrace the Higher Purpose of business and focus on creating value for and harmonizing the interests of the business stakeholders. They recognize the integral role of culture and purposefully cultivate Conscious Culture. Link to Leadership Resources: consciouscapitalism.org/leadership

Conscious Culture: This is the ethos – the values, principles, practices – underlying the social fabric of a business, which permeates the atmosphere of a business and connects the stakeholders to each other and to the purpose, people and processes that comprise the company. Link to Culture Resources: consciouscapitalism.org/culture

What is Conscious Capitalism, Inc. and who is behind it?

Conscious Capitalism, Inc. is a non-profit organization that is dedicated to advancing the theory and practice of Conscious Capitalism. Conscious Capitalism, Inc. was founded in 2005 under the name of FLOW, by John Mackey and Michael Strong.

In August 2006, FLOW launched its Conscious Capitalism initiative activated by John Mackey.

In October 2007 FLOW convened the first Conscious Capitalism retreat, with about 35 attendees. The next year FLOW convened its first annual Summit of 105 participants.

As interest in the theory and practice of Conscious Capitalism grew each year and a community began to convene around Conscious Capitalism, the directors of FLOW restructured the organization, renamed it Conscious Capitalism, Inc. and spun off its other programs.

Conscious Capitalism, Inc. now has a board of directors of 21, which provides governance and strategic direction for the organization, an executive team responsible for operations and a staff, under the lead of CEO Doug Rauch, formerly President of Trader Joe's for 14 years (of his 31 years at Trader Joe's).

Conscious Capitalism, Inc. exists to elevate humanity. We support leaders, companies, universities, and governments in accelerating the shift to Conscious Capitalism, through transformative thinking, programs, events, and communities of inquiry designed to support the evolution of capitalism.

Conscious Capitalism, Inc. has activated a global network of Conscious Capitalism U.S. and International Chapters. It convenes its annual, invitation-only CEO Summit in October in Austin, Texas and hosts a Spring Conference for CEOs and the Executive Teams, coaches and consultants who support them.

Link to board members: <http://www.consciouscapitalism.org/aboutus/directors>

Conscious Capitalism web site: <http://consciouscapitalism.org/>

For more information, contact info@consciouscapitalism.org.

