Conscious Capitalism comes to life as it is applied to business. Conscious Capitalism has four principles guiding and underlying a business that practices Conscious Capitalism.

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.

“Capitalism is the most successful form of human social cooperation ever created.”

Ed Freeman, originator of the Stakeholder Management Theory, trustee, Conscious Capitalism, Inc.

“Conscious Capitalism is a more complex form of Capitalism, that reflects and leverages the interdependent nature of life and all of the stakeholders in a business.”

John Mackey, co-founder & co-CEO, Whole Foods Market, trustee, Conscious Capitalism, Inc.

“Practicing Conscious Capitalism enriches your life and the lives of people you do business with. And it’s without a doubt, the most fun, enduring and profitable way to build a sustainable business.”

Kip Tindell, Chairman & CEO, The Container Store, trustee, Conscious Capitalism, Inc.

Conscious Capitalism, Inc. is a non-profit organization dedicated to cultivating the theory and practice of Conscious Capitalism through events, presentations, publications and social media. We also support an emerging network of Conscious Capitalism Chapters, which serve as communities of inquiry for business leaders, entrepreneurs, coaches and consultants and others.

Conscious Capitalism exists to elevate humanity.
The 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 flourish, leading lives infused with passion, purpose, love and creativity; a world of freedom, harmony, prosperity and compassion.

www.ConsciousCapitalism.org